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VEGETABLE Situation

ECONOMIC RESEARCH SERVICE • U.S. DEPARTMENT OF AGRICULTURE

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THE VEGETABLE SITUATION

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SUMMARY

Fresh vegetable supplies this winter probably will turn out to be slightly larger than a year earlier. Current domestic acreage is 6 percent above a year ago. If yields follow historical patterns, production would be at least slightly larger this year. Domestic stocks of onions are small, but tomato, cucumber, and pepper imports from Mexico are expected to be larger. Therefore, for the winter quarter, fresh market vegetable prices to growers probably will average the same to moderately higher than a year earlier. Although the expected larger fresh supplies may moderate any price increase, sharply higher prices for remaining onion supplies may be offsetting.

The combined pack of canned and frozen vegetables in 1975/76 again was moderately larger than the previous season. With sharply larger carryovers of both canned and frozen vegetables, the total available supply is the largest since 1971/72. The total supply is ample, and for some products, the supply is burdensome. Quantities of canned peas, beets, snap beans, spinach, canned tomatoes, and concentrated tomato products are especially heavy at this time. Disappearance of processed vegetables was disappointing through most of 1975, but recently movement has picked up once more. Recent price reductions, plus some recovery in economic activity and possibly the gradual disappearance of home preserved vegetables all point to heavier use of commercially canned and frozen items in the next few months.

The 1975 fall potato crop of 272 million cwt., 9 percent smaller than 1974's record, was marked by increased production in Northwest States and sharply lower crops in Maine and Minnesota-North Dakota. On January 1, remaining potato stocks of 153 million cwt. were 6 percent less than January 1, 1975, and were judged by the trade not to be excessive. Prices received by U.S. growers averaged about $4.00 per cwt. (SRS crop price for all sales uses) in the fourth quarter of 1975 and by early spring could reach a $5.50-$6.00 range. Attractive prices at planting time could encourage substantially more planted acreage which would mean overproduction in 1976/77.

Winter potato production, reported by USDA Statistical Reporting Service January 9 at 3 mil-

lion cwt., is 3 percent higher than 1975. Spring planted acreage shows an upswing, with 96,200 acres, 13 percent higher than 1975. This acreage figure is still well below the average of most other recent seasons.

By January 1, potato freezers and dehydrators in seven key States had taken 19 percent less from the 1975 fall crop than the previous year. Fortunes of dehydrators were boosted, however, in December when 6.5 million lbs. of flakes and granules were exported. This rate appears sufficient to correct any 1975/76 imbalance in dehydrated potato inventories that may have persisted from early 1975, but without a sharp runup in price.

Dry bean production in 1975 was 17.2 million cwt., 15 percent less than the record high a year earlier. With pea bean output cut sharply, the total production of white classes was the smallest of recent record. On the other hand, as a result of a large pinto crop, the colored bean harvest was 22 percent larger this year. Pinto growers planted heavily last year, assuming incorrectly that sharply expanded exports to Mexico would continue this season. Export demand has been very weak and domestic users have made only nominal purchases, causing prices to trend downward. White bean prices have held firm at relatively high levels.

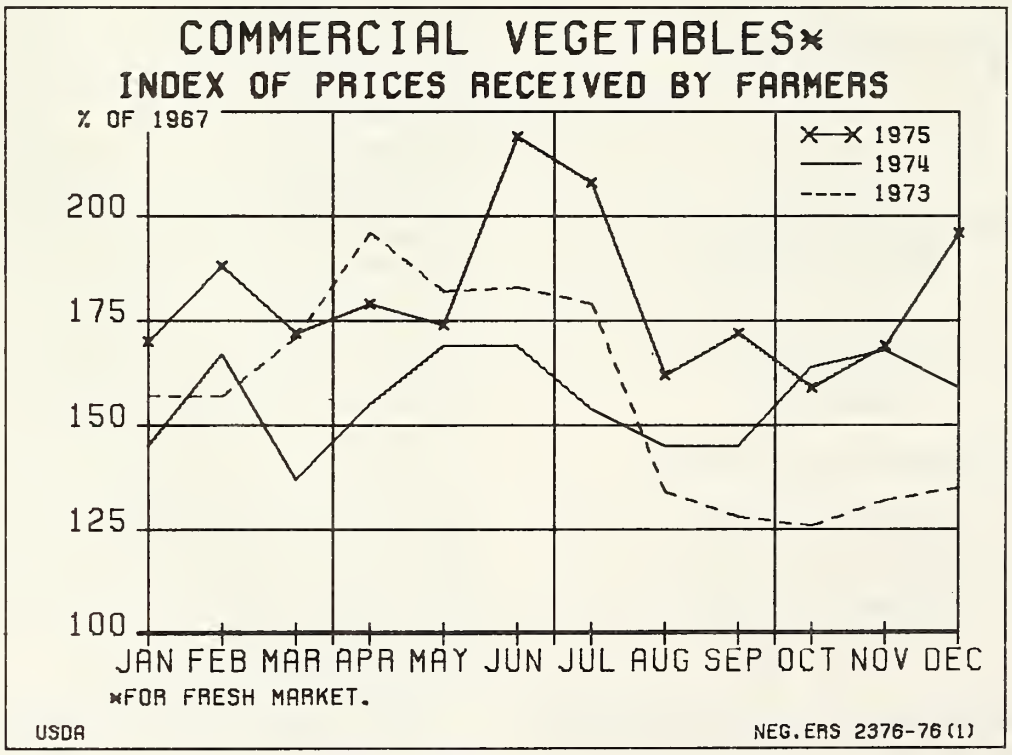
RECENT DEVELOPMENTS AND OUTLOOK

FRESH VEGETABLES

With 6 percent more acreage of winter vegetables for fresh market, total domestic supplies available for the winter quarter are indicated moderately larger than a year earlier. This is also supported by the prospect of larger imports from Mexico. Vegetable imports are largely tomatoes, but substantial quantities of peppers, cucumbers, and onions round out the picture. The shipping season from Sinaloa was off to a more favorable start, although there is a moderately smaller staked tomato acreage planted there this year.

Stocks of storage onions were the second smallest of recent record this past January 1. Prices have been high relative to most recent comparable periods. Lower prices are expected in mid-March when the Texas harvest will become active.

Since the first of the year, domestic shipments of some leading vegetables have been somewhat above a year earlier. There have been more lettuce, tomatoes, onions, and carrots shipped but less



celery and sweet corn, and about the same quantity of cabbage.

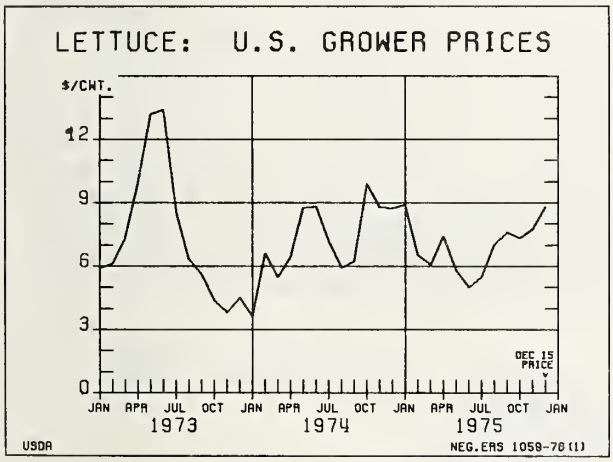
Grower prices for fresh vegetables this past fall were moderately higher than a year earlier. Prices for all leading items advanced in December. This included lettuce, tomatoes, onions, and cabbage, but the sharpest increases were noted for cucumbers and cauliflower.

For the rest of the winter, fresh market vegetable prices to growers probably will average the same to moderately higher than a year earlier. While larger expected supplies than a year earlier will moderate any increase, substantially smaller remaining supplies of onions may keep prices high enough to offset price differences elsewhere.

Prospects for Leading Items

Lettuce

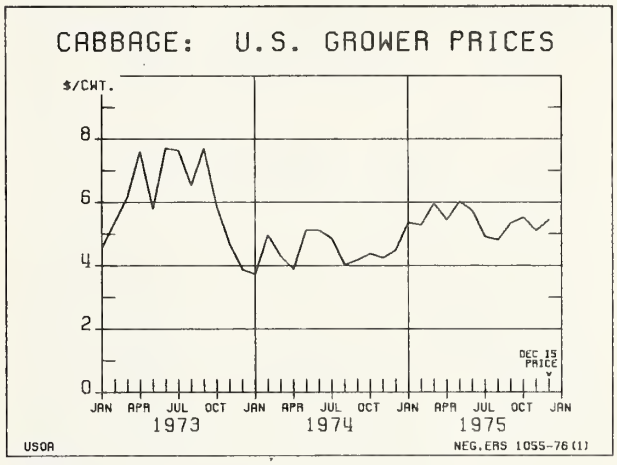
With a 3 percent larger acreage devoted to winter lettuce, average yields would suggest a slightly larger crop this winter. Cold weather in California and Arizona reduced early January harvest, but with warmer weather, the supply situation had corrected itself and prices moved sharply lower. The Imperial Valley area which accounts for two-thirds of U.S. winter acreage will be the major source of supply until mid- or late March.



Cabbage

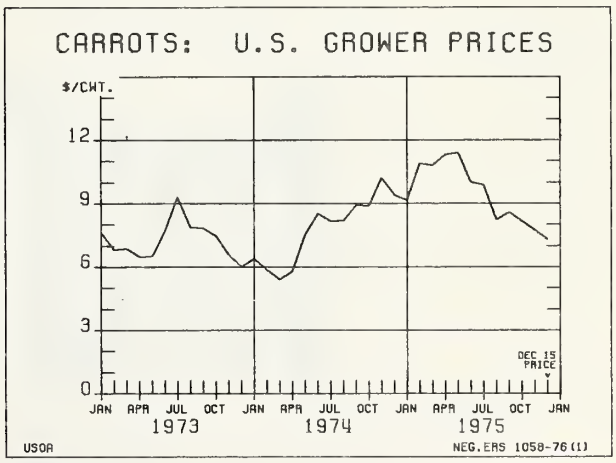
Prospective acreage this winter is 5 percent more than last year. Applying historic average yields would result in supplies 2 percent above a year earlier. Hastings, Florida and the Lower Rio Grande Valley become the dominant supply sources this time of year. Cool weather in Florida slowed growth in mid-January, but the crop has not sustained any real damage thus far. The New York stocks of stored Danish at 800,000 cwt. were 40 percent larger this year.

Although supplies are potentially larger this winter, grower prices as of mid-January were higher than a year earlier in all producing regions except California. Warmer weather in Florida is likely to bring on increased supplies, and with a larger Texas acreage this season, prices may come under some downward pressure before the winter season closes. A 1¾ bushel crate in mid-January was bringing $3.00-$3.50 compared with $2.95-$3.31 a year earlier. These are relatively high prices for both years.



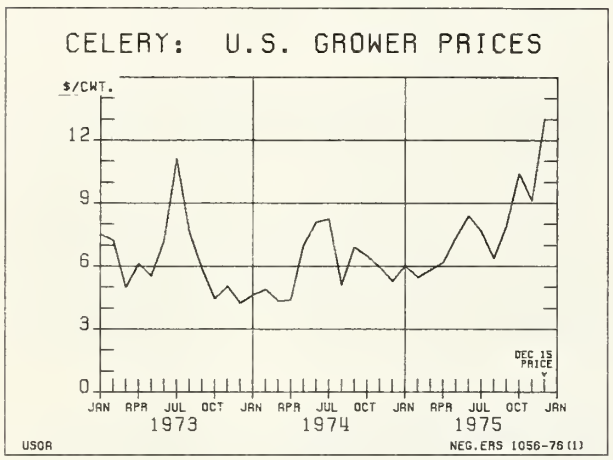
Carrots

With 16 percent more acreage planted this year, carrot supplies will be substantially larger than the small quantity marketed a year earlier. In North California and Texas, the two major sources of supply, acreages are larger. Prices per container of 48 1-lb. film bags are about $1.75 per crate less this year—$3.15-$3.60 compared with record high $5.00-$5.60 prices which prevailed much of 1975.



Celery

The USDA Statistical Reporting Service reported 5 percent fewer acres of celery growing January 1 this year in Florida and California combined. Total winter acreage has been reported 9 percent less. The Florida crop has been making good progress as cool nights and warm days have proved beneficial. The California harvest is active and both good size and quality have been reported. Reduced supplies this winter will tend to maintain the currently high prices which were at record high levels this past fall. Prices in mid-January were $7.50-8.50 per crate of 24. This compares with an opposite extreme a year earlier when prices were only $2.75-$3.25. The celery situation is one more example where an abnormal price prompts a strong supply response the following year.



Tomatoes

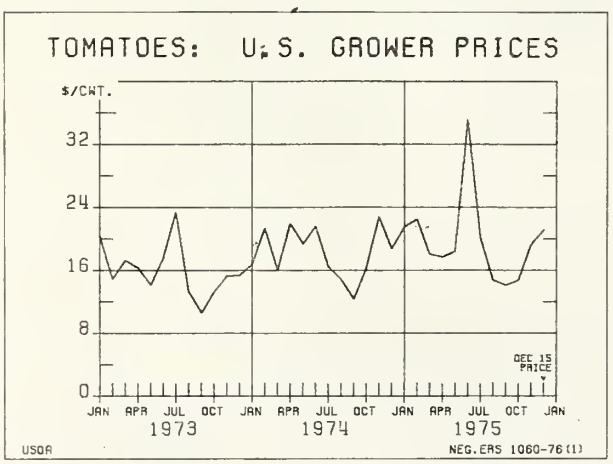
Some increase in Florida tomato production seems likely this year, barring unexpected further weather damage. Acreage for winter harvest of both stake and ground grown crops is up. The Acreage Inventory Report shows a sharp increase in Dade County ground culture, and a lesser gain in the staked crop in other sections of South Florida. This inventory includes fall 1975 plus winter and spring crops, of 1976. According to the mid-January report, 18,765 acres remain to be harvested compared with 14,755 a year earlier. The larger Dade County crop is winter tonnage. Recent cold weather there has reduced the level of shipping activity and has probably adversely affected yields. As usual, supplies will be lighter from now to mid-March, then a spring seasonal peak is expected.

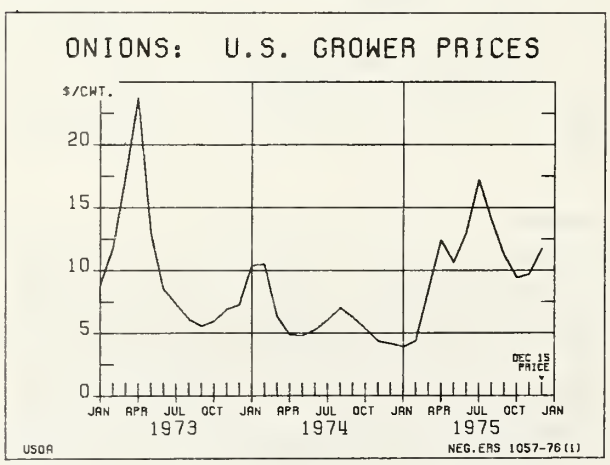
In the meantime, on the border at Nogales, Arizona, crossings of Mexican tomatoes have been running nearly twice as heavy as a year ago when supplies were especially short in the early part of the shipping season. These shipments will continue to increase in volume and will tend to even out the supply picture this year. Mexican trade sources estimate that 15,700 acres have been planted in the Culiacan District (Sinaloa) compared with 16,300 a year earlier. Although staked acreage (which is higher yielding) is down moderately, total production with higher yields is likely to greatly exceed last year's weather-reduced volume. Peak shipping will likely occur between mid-February and the tenth of April.

Tomato prices in mid-January were lower than a year earlier. Large size Florida greens f.o.b. were 19 cents per pound versus 26 cents a year earlier with Mexican breakers and ripes the same price f.o.b. Nogales, well below a year earlier.

Onions

Storage crop onion production in 1975 was down moderately from 1974. Ever since the beginning of the season the prospect of fewer stocks and sharply higher grower prices had existed. And by January 1, stocks in common and cold storage were 4.2 million cwt., the second lowest figure on record. (In





1973, U.S. supplies ran out for a few weeks. At January 1, 1973, onion stocks were posted at 4.0 million cwt.) For all sales, average prices received by growers in mid-January this year were $11.40 per cwt., nearly triple January 1975.

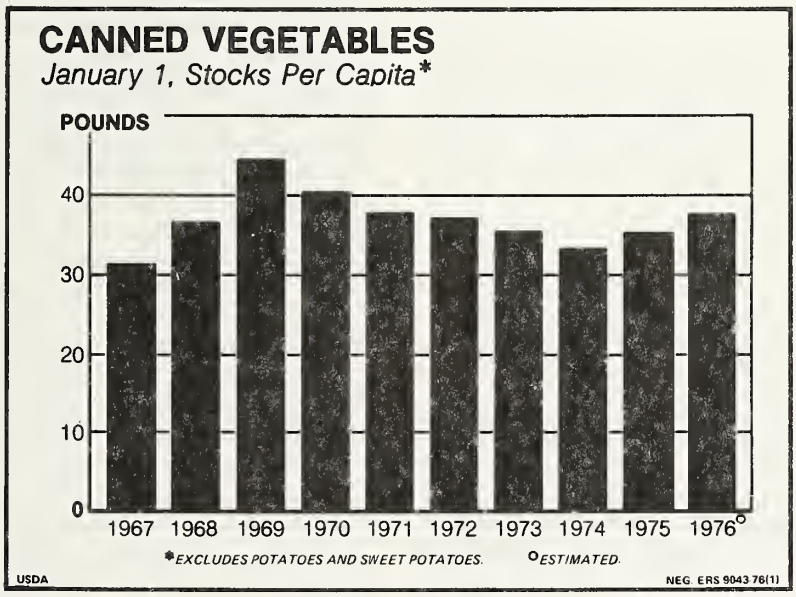
In contrast to the more desperate situation 3 years ago, large import volumes have helped supplement supplies to which U.S. consumers are accustomed. Mexico, South Africa, Italy, and New Zealand have all contributed some U.S. requirements. Moreover, Texas operators anticipate 38 percent more harvest acreage in spring. If typical yields prevail, then market outlets can look forward to a downtrend in onion prices starting the first 2 weeks of March. Delay in downward pressure may occur, though, since foreign suppliers and domestic users alike may want to steer clear of excessive volumes for sale in the last week of February and the first two weeks of March.

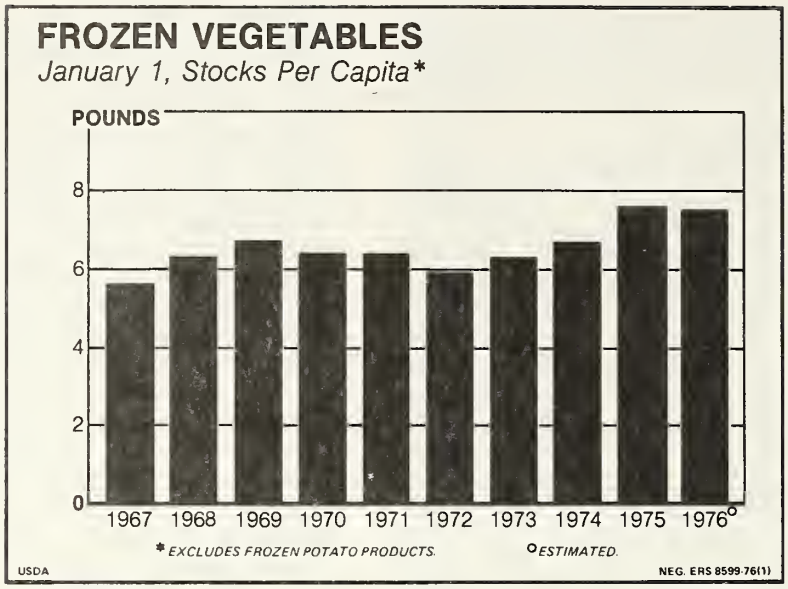
For next storage season, the 1975/76 price experience in Idaho and Eastern Oregon particularly augurs more acreage and increased production. Land for sugarbeets and dry edible beans there is lower by 30+ thousand acres in 1976 than a year ago. Onions along with potatoes, will receive sharpest grower attention.

PROCESSED VEGETABLES

The combined pack of canned and frozen vegetables in 1975/76 was again moderately larger than the previous season. With sharply larger carryovers of both canned and frozen vegetables, the total available supply of processed items is the largest since 1971/72, or the largest in four years. (These data include seven canned vegetables plus three canned tomato items, and seven leading frozen vegetables. Important supplies of other canned tomato products and several processed vegetables of lesser rank are omitted from these comparisons.) This means that supplies are ample and in some cases burdensome. Quantities of concentrated tomato products, canned peas, beets, and snapbeans are heaviest at this time.

Considering canned vegetables by themselves, the 1975 pack of 10 items has been estimated about 6-7 percent larger than a year earlier. The carryover was nearly double that of a year earlier, and this resulted in about 13 percent larger supplies for the 1975/76 market. Disappearance throughout the entire year has been disappointing to the trade, but some new interest on the part of the food buying public has developed since the first of the year. The sluggish disappearance which marked so much of the past year has been attributed to consumer resistance to high retail prices, a lagging economy, and to heavier than usual home canning and freezing activity. Recent retail price reductions, some recovery in economic activity, and the gradual disappearance of home preserved vegetables all point to heavier use of commercially canned and frozen items the next few months. These developments also suggest that wholesale price reductions for many items may have just about run their course, and steady or firm prices may be expected until summer when the first indications of the size of new packs may be noted. But with heavy supplies on hand, canned peas, snap beans, and certain concentrated tomato products may be under continued downward price pressure.





In contrast with a bigger canned pack, 1975 vegetable freezing activity was at least moderately less, judging from raw product tonnage reported moving to freezers, added to the limited early pack data. But, here too, the larger carryover boosted the 1975/76 supply of frozen vegetables almost to the same level of a year earlier. (The seven vegetables included are lima beans, snap beans, sweet corn, peas, spinach, broccoli, and carrots, which accounted for about 77 percent of the 1974 pack of all frozen vegetables.) Supplies of frozen vegetables on January 1 were 1 percent larger than the quantity on hand the same date a year earlier. With freezers of beans, spinach, carrots, and broccoli holding packs below 1974, the industry is working its way out of an oversupply position this current market season.

Wholesale canned vegetable prices eased downward nearly every month during 1975. As a result, January 1976 prices were roughly on a par with September 1974, and about a tenth below the high point of January 1975. Much of the rapid run-up that took place in late 1974 has now been erased, but prices are not expected to drift lower during the balance of the market season.

Much of the same price trends have been noted for frozen vegetables, except for the items with curtailed 1975 packs—lima beans, spinach, broccoli, and carrots, in particular. Except for limas, these items were in relatively heavy supply during much of 1974, and their price movements did not follow the rest of the industry.

In 1976, both canners and freezers face moderate increases in pack costs. With this in mind, they would rather carry some of their 1975 supply into 1976 rather than make further price concessions to buyers at this time. This lends further support to the forecast that prices have at least bottomed out.

For growers of processing vegetables, the current supply picture suggested substantially reduced acreage requirements for the 1976 pack.

Record Large Raw Tonnage in 1975

A record large quantity of vegetables was produced for canning and freezing in 1975. The total for 13 crops exceeded 14 million tons, which was 12 percent above a year earlier and 24 percent more than 1973. The farm value of $1.1 billion compared with an even billion dollars a year earlier. This meant that average value per ton slipped moderately.

These larger increases in annual output are not likely to be sustained since these advances were designed to augment depleted stocks which are now ample to generous relative to current trade needs. Another substantial gain in tomato tonnage this past year dominated the processing picture as production of that crop rose 21 percent. Other gainers were sweet corn, pickling cucumbers and lima beans. There were numerous reductions of other crops which could not offset this gain. Smaller tonnage of snap beans, beets, carrots, cabbage for kraut, peas, asparagus, broccoli, spinach, and cauliflower were used for processing in 1975. Tomatoes alone accounted for 61 percent of all canning and freezing vegetable tonnage.

Crop yields in 1975 were high simply because all the major crops performed well, especially the California tomato average yield which rose to 24.3 tons per acre. Cucumber pickle yields were also higher than the previous two seasons.

Tomatoes

With another sharp gain in tonnage from California, the U.S. tomato industry used 8.5 million tons of raw product last year. Production was 20 percent more for the entire country and 24 percent more for California alone. The California pack season ran unusually late. Unseasonal rains in October postponed harvest and light deliveries were made well into November. An upward revision of data may boost the reported 7.3 million tons to the 7.6 level. There was a larger tonnage produced in Ohio and Indiana, but mid-Atlantic volume fell, due to disappointing yields in New Jersey and elsewhere in that region with the exception of Pennsylvania. Total mid-Atlantic acreage was down slightly in 1975 as well. Generally, grower prices per ton averaged slightly lower in most States in 1975. The U.S. average of $63.20/ tons was $1.30 less than 1974 but $21.20 more than 1973.

This large supply of raw products showed in larger packs of all products except tomato juice. At present, supplies of all canned tomato items are ample to generous, to the point that 1976 raw tonnage needs probably will be at least moderately less than in the past year. The 57 million case total supply of canned tomatoes (excluding distributors' stocks) is record high, sharply above the moderate supply on hand a year earlier. The current supply would easily support another 48 million case annual disappearance. The total supply of tomato juice this season equals the ample supply of a year earlier. A normal disappearance of 35-36 million cases would not result in an excessive carryover of this item. Concentrated tomato products—puree, catsup, paste, and sauce—are in generous supply. With a resumption of earlier disappearance rates, these products may avoid some downward price pressures, but list prices for institutional packs of catsup, paste, and puree, dropped substantially during December. Consumer size packs have not moved down as much, though there has been some promotional efforts to secure early movement. January prices, 26 percent paste, 6/10's, dropped to $12.50 per case. That represents one of the more extreme price cuts that have taken place in the past year. A case of consumer-size 96-6 ounce paste declined a dollar, moving to $15.75 as of January 1976. Institutional catsup, 6/10's California origin, is down $2.00 per case to $10.00 while the consumer packs in glass hold steady to firm at $7.45 per case of 24, 14 ounce. Midwestern catsup is also steady compared with a year earlier. The January list price for California canned tomatoes averaged about the same as a year earlier. There are minor differences depending on grade and can size.

Canned tomatoes: Supply and disappearance

	1973/74	1974/75	1975/76
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Carryover	5.6	3.1	5.3
Pack	45.4	43.8	51.8
Total supply	51.0	46.9	57.1
Disappearance	47.9	41.6	

Canned tomato juice: Supply and disappearance

	1973/74	1974/75	1975/76
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Carryover	2.6	4.9	5.7
Pack	33.9	36.1	35.4
Total supply	36.5	41.0	41.1
Disappearance	31.6	35.3	

Snap Beans

Total tonnage of snap beans for canning and freezing combined fell 11 percent to 662,750 tons in 1975. Canning bean production dropped a tenth, but a more substantial cut of 17 percent was made in the quantity used for freezing.

The preliminary pack of canned snap beans, which excludes December, was 55.4 million cases 24/303's, about a tenth less than a year earlier. But the larger carryover brought current supplies to record levels, approximately 17 million cases more than recent annual use. This suggests a softer price to canners, and reduced plantings in 1976. A large carryover is probably unavoidable again this year. Early pack season movement lagged more than 3 million cases behind the active shipping of a year earlier.

Canned snap beans: Supply and disappearance

	1973/74	1974/75	1975/76
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Carryover	2.7	5.2	15.3
Pack	55.0	62.3	55.4
Total supply	57.7	67.5	70.7
Disappearance	52.5	52.2	

[1] Excludes any Dec. 75 pack.

Despite two seasons of reduced pack, January 1 frozen snap beans stocks were 11 percent larger than a year earlier on the same date. Here too, movement has been disappointing but it would require only a moderate pickup between now and the July carryover date to keep ending stocks from being excessive.

Under pressure of heavy supplies, prices of both canned and frozen have moved downward in recent weeks. Midwestern fancy cut 24/303's were $4.25 per case in January compared with $6.17 a year earlier. Frozen institutional packs were 33 cents per pound compared with 35 cents in January 1974. In the consumer size, a case of 24 9-ounce fancy at $4.50 was a dollar under a year ago. Prices received by growers for cannery snap beans averaged $154 per ton in 1975, up from $149 in 1974 but those who delivered to freezers in 1975 received $156 per ton, $23 less than a year earlier.

Sweet Corn

With expanded acreage and average yields in 1975, sweet corn production moved up 15 percent from the reduced 1974 volume. Canning tonnage increased at a higher rate than did freezing as there was a greater need to rebuild canned stocks. Average prices received by growers moved up in 1975 with cannery corn bringing $50 per ton and freezing corn worth $65.

The pack of canned corn bounded past the heavy volume of 2 years ago as a large 1975 pack was needed to compensate for a record low carryover. The total supply of canned corn, 62.6 million cases, would seem to be in good balance with expected disappearance. In some recent shipping seasons, 56-58 million cases have been shipped. If the lower figure is reached, then the prospective carryover into 1976 would not be excessive. Although some improvement is expected, movement thus far has been disappointing. In order to secure movement, prices have been shaved substantially. For example, Midwest whole kernel fancy golden was quoted at $5.10 per case 24/303's in January. This compared with $6.75 a year earlier and $4.25 2 years earlier.

Canned sweet corn: Supply and disappearance

	1973/74	1974/75	1975/76
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Carryover	6.3	3.9	5.1
Pack	55.2	46.4	57.5
Total supply	61.5	50.3	62.6
Disappearance	57.6	45.2	

[1] Estimate.

With 8 percent more sweet corn going for freezing, the total pack of cut and cob packs combined likely will be about 485 million pounds. In any case it will create a record high supply, as January stocks have been reported at 367 million pounds, the largest ever for that date. If usage equals other recent seasons, the prospective carryover next August would be near 135 million pounds. The prospect of a figure this large would tend to discourage any expansion in 1976. Wholesale prices for frozen corn have also trended downward, though not fully to the extent of snap beans on the consumer packs. January 1976 showed $4.50 per case 24-10 ounce cuts versus $4.75 a year ago, but bulk institutional was quoted at 28 cents per pound. That figure was 31 cents a year earlier.

Peas

Green pea production and packing activity showed a mixed pattern last year, as the increase in canning did not quite make up for reduced freezing. This relatively large canned pack of 35 million cases, plus a 4½ million case carryover, pushed supplies to the highest level since 1969. Price cuts of a dollar or more per case have developed for the Extra Standard and Standard grades, but list prices for canned Fancy, which are in relatively lighter supply, have not changed. Considering that recent annual use has been about 31 million cases, this item is currently over supplied. Canners may be expected to cut back sharply their 1976 packing activity.

Canned green peas: Supply and disappearance

	1973/74	1974/75	1975/76
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Carryover	3.6	1.5	4.5
Pack	29.6	33.1	35.2
Total supply	33.2	34.6	39.7
Disappearance	31.7	30.1	

[1] Estimate.

The 1975 frozen pea pack of 397 million pounds was 5 percent smaller than 1974, but a larger carryover resulted in a 1975/76 supply that was 6 percent more than the liberal holdings of a year earlier. Stocks on January 1 were 13 percent higher than on the same date a year earlier. This reflects rather disappointing trade movement thus far this shipping season. Not only are current stocks large but they must also compete with generous supplies of canned peas, sweet corn, and snap beans. Institutional pack prices have been cut to 28 cents per pound against 31½ cents a year earlier, and consumer packs have been reduced to $4.50 per case 24/10-ounce packages. Here too, substantial cuts are likely for 1976.

Cucumbers for Pickles

A (15) percent larger cucumber tonnage helped replenish depleted stocks of pickles this past season. Total production came to 674,250 tons compared with 597,000 a year earlier. Michigan again

was the leading producer followed by North Carolina, California, Ohio, and Wisconsin. The U.S. average value per ton declined slightly to $129, $2.00 less than a year ago.

Combined stocks of salted and dill types reported on October 1, 1975 by SRS were heavier than a year ago, but smaller supplies of fresh pack and refrigerated brought total stocks on that date to 502,800 tons, only slightly above the October 1974 figure. The leading trade source also reported a total salt inventory sharply higher than a year earlier.

Spinach

As with peas, spinach canning activity increased but the quantity frozen in 1975 fell sharply. The total tonnage of spinach grown for processing this past year dropped 9 percent to 159,250 tons. Canning activity was concentrated in the spring season, since California cut back winter acreage for both canning and freezing.

The stocks picture is mixed compared to a year earlier. As of October 1, the 5.4 million cases on hand were more than a fifth larger than the ample quantity available a year earlier. Even so, prices are steady relative to a year earlier. Frozen supplies, on the other hand, reflect reduced packing rates. As of January 1, 20 percent less was reported. Since stocks of frozen southern greens are even relatively lighter, the market for frozen spinach has been showing strength not typical of the rest of the industry. Prices for consumer packs are sharply higher this season, while institutional bulk is firm at year-earlier levels.

Lima Beans

With a moderate acreage gain and with average yields, lima bean production was 4 percent larger in 1975. All of the increase went for canning purposes with a pack of 3.7 million cases the largest since 1968. As a result, January 1 stocks were more than a million cases above the comparable figure a year earlier. Wholesale prices have adjusted to this larger supply, though price cuts thus far have not been as deep as with snap beans or peas.

The smaller pack of frozen limas attempted to adjust to the large carryover. But the January 1 stocks figure of 111 million pounds of Fordhooks and Baby types was nonetheless 14 percent above a year earlier. Despite these larger stocks, list prices have held steady for some time, though bulk January prices of Baby limas at 36.5 cents per pound were 3.5 cents lower than January 1975.

Beets

Beet production of 231,100 tons for processing this year was 4 percent smaller than the large volume available last year. The late summer and fall pack was 9 percent below a year earlier, but the generous carryover pushed November supplies to 11.3 million cases which was record large for that date. January prices were sharply lower for all important can sizes except the 8-ounce pack. With record large stocks on hand, which was the result of two consecutively large packs, canners are expected to curtail 1976 contracting activities. The market needs a supply adjustment this season.

Sauerkraut

This past year 15 percent less tonnage of cabbage was used for kraut, but stocks on hand January 1 were 12 percent larger than a year earlier. The 8.9 million cases 24/303's was larger than either of the two previous pack seasons, though not a record high figure. Wholesale prices for consumer size and institutional cans were substantially lower this season with the smallest declines in Midwestern institutional packs.

With current stocks on the ample side, it is likely that processors' 1976 requirements will be moderately less this coming season.

Asparagus

Although stocks of canned asparagus are well below year-earlier levels, price trends have followed the rest of the vegetable industry. Most packs are $1-$2 per case less than a year earlier.

Stocks of frozen asparagus at 8.7 million pounds were more than a fourth smaller than a year earlier, and only half as large as January 1974.

In mid-January, the United States International Trade Commission concluded its investigation of charges by the asparagus industry of serious injury from imports. After an extensive investigation, the Commission was equally divided in its vote. According to the Tariff Act of 1930 as amended when the Commission's vote is evenly split, the President may consider either position as the official finding. As of this date, no action has been taken. Those voting affirmatively recommended a quota for fresh market imports but none for processing.

Copies of the Commission's report, *Asparagus* (USITC Publication 755), containing the views of Commissioners and information developed during the course of the investigation may be obtained from the Office of the Secretary, United States International Trade Commission, 701 E Street, N.W., Washington, D.C. 20436.

Other Frozen Vegetables

Stocks of frozen *carrots* at 129.8 million pounds were 17 percent below a year earlier, but 8 percent larger than 2 years earlier. Because this item has

grown popular only in recent years, the current stocks figure looks large when viewed historically. In view of ample to heavy supplies of other processed vegetables, this figure probably represents a quantity that would result in a near normal carryover next summer. The total tonnage used for processing in 1975 fell sharply below the 2 previous seasons. This figure included some cannery tonnage.

Frozen *cauliflower* supplies were moderately smaller than a year earlier and barely larger than 2 years previous. It required a sharp cut in pack to achieve this result in 1975.

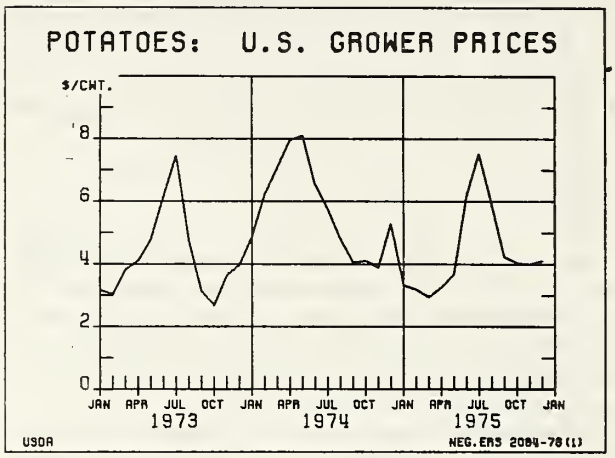
There was also a smaller 1975 frozen *broccoli* pack, and current stocks are substantially smaller than last season. Prices are slightly higher than a year earlier—a sharp contrast with almost all other processed vegetables.

POTATOES

Final 1975 potato crop production statistics placed the annual sum at 315.6 million cwt., 8 percent below the record 342.1 million cwt. of 1974. Largely because of bigger yields, particularly in Western fall States where acreage had been increased (Nevada, Oregon, Washington), the average annual yield went to 251 cwt. per acre, 2 percent more than 1974.

Marketing the 1975 Crop

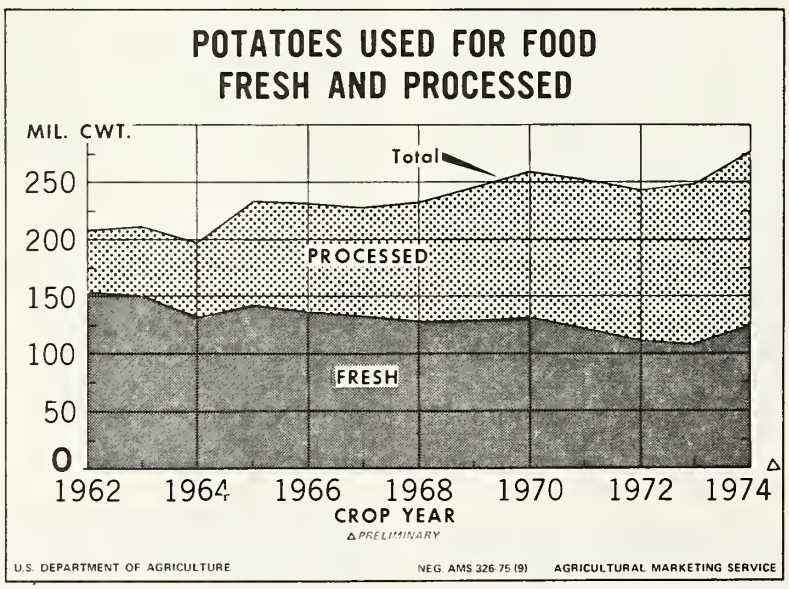
Fall crop marketings started out sluggishly and actual price declines were evident in late October through early December. But by mid-December, the Statistical Reporting Service pegged the average hundredweight value at $4.10. In December 1974, the price was $3.51. Strengthening in potato prices occurred across the U.S. and by January, the difference was greater still: January 1976, $4.52 per cwt., $3.32 twelve months before.



Stocks and Marketings

A key factor in prompting early winter potato strength was the 28 million cwt. decline between December 1 and January 1 stocks. No two stocks reports for this period have ever shown this sizeable difference. At January 1, the level remaining to be used was 152.9 million cwt., 10 million cwt. below January 1, 1975.

Due to later harvest, temporarily reduced processor demand, and the prospect of price strength in the first half of 1976, potato growers released an



estimated 100 million cwt. to market in September-November 1975. In the same period the year before, 111 million cwt. had been sold in those 3 months. December sales of potatoes, buoyed in part by a return of processors to the market, were perhaps 15-18 percent greater than the 19.1 million cwt. marketed in December 1974.

Price Review

Fresh market f.o.b. prices in January stood at better than $7.00/cwt., Presque Isle, Maine (50 pound sacks) compared with $2.35/cwt. the year before. Export shipments, chiefly to processing in New Brunswick was a key factor in relative price strength all during fall 1975.

Good quality Upstate New York round whites, destined for fresh and chipping outlets, have ranged in value from $6.00-$7.50 per cwt., about 75-80 percent higher than 1974/75's experience. Pennsylvania points moved round whites for $5.50-$6.50 per cwt. (October-January) when the year before, $3.50-$4.00 prices prevailed.

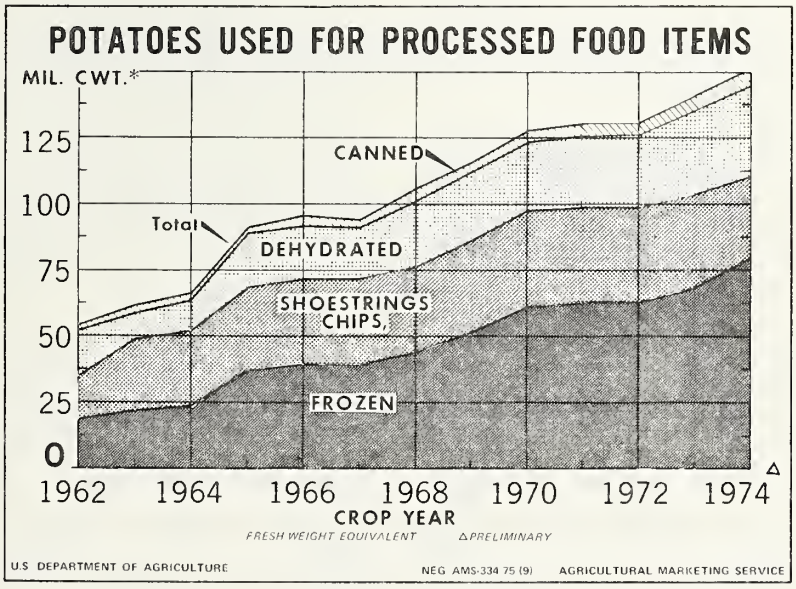
Michigan, having harvested 5,000 fewer acres of potatoes than 1974, has more than made up in price this season what it lost in volume. From Montcalm-Kent County area, f.o.b. values have averaged better than $5.50/cwt., a gain of more than 70 percent from the shipping point prices in early 1975. Since sharply less Wolverine State production moved to frozen potato products in 1975/76, the solid advance in fresh market price was particularly noteworthy.

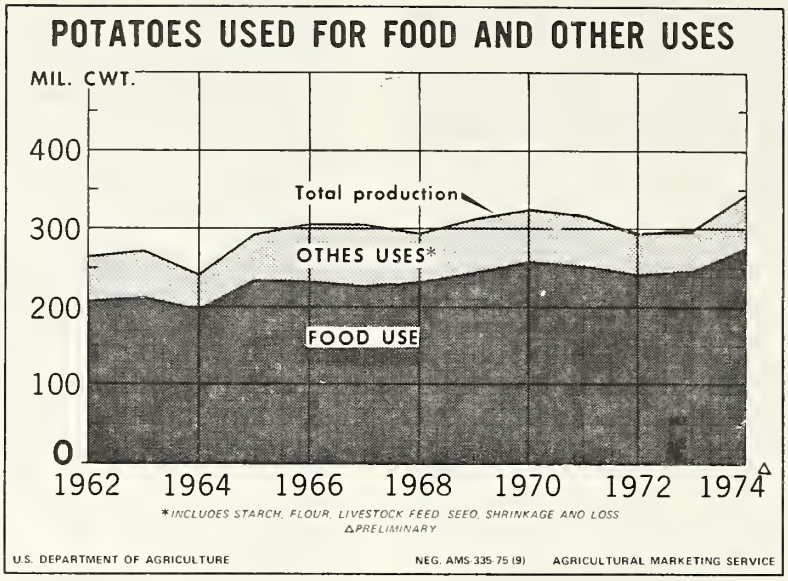
Wisconsin, the only major area east of the Rockies to produce substantially more potatoes replaced some Michigan processing requirements. There, round red f.o.b.'s have run mostly $5.00-$6.00, or about $1.50/cwt. more than 1974/75.

Red River Valley growers were hesitant sellers at the start of 1975/76 marketings due to a shutdown of a North Dakota processing plant and the slow rate of processor use in general. But by mid-January, growers had realized nearly the same sales revenue as they had in the exceptionally tight 1973/74 season. Though Grand Forks f.o.b. prices for 100 pound sacks of round reds are not expected to reach the $9.00-$10.00 peak of spring 1974, values are expected to stay at levels exceeding the $4.50-$5.25 per cwt. seen in early 1973. Shipments from the Valley this season are off 5 percent from 1974/75, but stocks on hand there are 25 percent lower than at the same point in 1974/75. Valley seed potato sales, curtailed due to last year's flood losses, will continue at a lower rate than most seasons although at sharply higher prices than 1975.

In Idaho, growers and processors held back both fresh and processed potatoes in fall 1975. An upswing in Eastern and Central States' prices in January has begun to pull substantial Idaho storage stocks eastward. Twin Falls-Burley District f.o.b. prices for U.S. #1 Russets, 100 pound sack, started 1976 at $7.25-$7.50, or $1.50 higher than 1975. In much of January-April 1975, this sack fetched just $4.50 but prices this winter are going to continue at a substantial premium over a year ago. More fresh shipments from Idaho tend to encourage a higher rate of dehydrating activity. Dehydrators, adjacent to fresh pack operations, use the off-grade or small potatoes.

Washington State growers generally obtained $6.50-$6.75 per cwt. in October-January for 100





pound sacks of U.S. #1 Russets (f.o.b. Yakima Valley). This, despite bigger Statewide production and stocks, ran $2.00 per cwt. above year-earlier marketings. Count cartons, 50-lb. 80-100s, priced at $10-$12 cwt. basis went f.o.b. at about twice early 1975 price levels.

Oregon, Nevada, and to some extent Colorado, shared in the general increase in cash market prices. Higher prices in a year of expanded production of Western potatoes probably will encourage growers to increase their 1976 fall acreage.

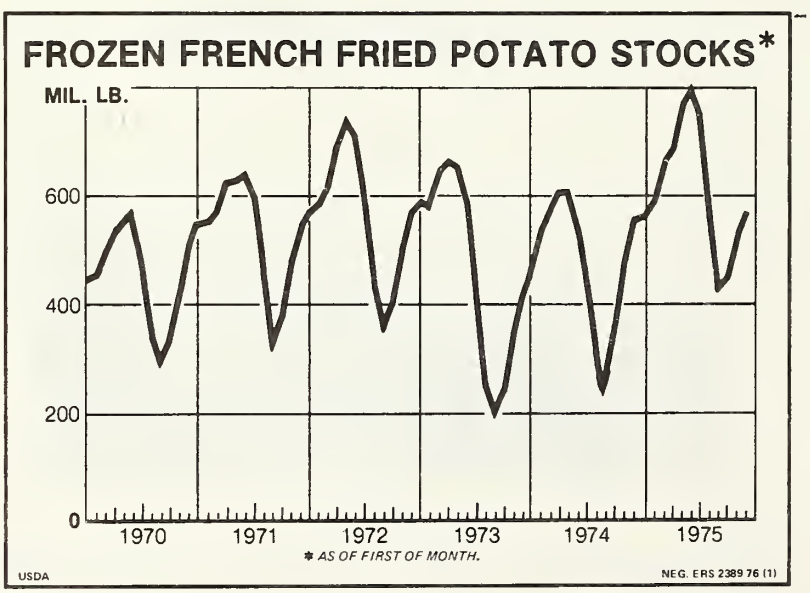
Exports

December figures from the Bureau of the Census show that 26.9 million pounds of fresh potatoes went offshore at a declared value of $1.2 million. Canadian Maritime provinces received a good deal of this for processing. Combined dehydrated potato classifications 055.1010 and 055.4300 amounted to 7.7 mn. lbs. at a value of $2.5 million. The amount of flakes and granules (055.4300) was six times the export volume of December 1974 and better than twice that of 2 years prior.

After the first of the year, a few non-EC European countries have permitted shipments of fresh table stock from U.S. sources. This marked departure from previous policy reflects the reduced supply in that part of the world.

Utilization Outlook

After the large 124.9 million cwt. sold for table-stock from the 1974 crop, a fallback to about 110



million cwt. fresh use from the 1975 crop appears likely. On the processed side, potato chips (made from sliced whole fresh potatoes) may suffer a modest drop in use, to a level under 1974 by 5 percent. Having sustained a year long inventory correction, frozen potato processors will likely claim 2-4 percent less from 1975 output than was the case in 1974. Growers were particularly affected by intraseasonal changes in processors' needs from 1975 production. July through November 1975 acceptances by frozen potato factories ran 20+ percent below the 1974 rate. By mid-December, the rate of use had turned around.

Retail potato price trends

Year	U.S. averages		
	Fresh 10 pounds	Frozen french fries 9 oz.	Dehydrated mashed 7 oz.
	Cents	*Cents*	*Cents*
1970	89.7	16.6	39.1
1971	86.1	16.3	40.1
1972	92.6	16.6	40.7
1973	136.9	17.2	42.7
1974	166.4	22.3	50.8
1975	134.4	25.6	55.7

BLS data.

Dehydrated potato markets, burdened until mid-winter by heavier than usual finished inventories, were among the last to recover this season. Total output of dehydrated potatoes could increase from 1975 crop, but only if spring export volumes continue at the rapid clip of late fall 1975. Just one dehydrated facility is being added for fall 1976 to the 35 currently in place. It will be operated in conjunction with a freezing facility in Maine.

Canned, starch, and flour use of potatoes—reflecting the more costly raw product—is tapering off from the quantity recorded in 1974/75.

Among non-food uses, seed sales and seed used on farm is headed upward, responding to price-induced expansion in all four seasons. A growth of 3-5 percent in the seed categories is possible.

Shrink, waste, and loss are lower this year, primarily because the potato supply is much closer to the demand this season than 1974/75.

Winter and Spring

California and Florida expect 3.0 million cwt. of winter potato production this year, 3 percent more than 1975. A bigger output is needed, partially to fill chippers demands not fully met by abbreviated 1975 storage chipstock supplies from Eastern and Central States.

Planted acreage for spring 1976 is set at 96,200 acres, compared with just 85,400 acres in 1975. If 1971-75 average yields are applied to each State's spring planting, 21.8 million cwt. would be produced. A crop this large probably would not prove heavy enough to depress prices of remaining storage stocks. In 1975, 20.0 million cwt. of potatoes were in the spring harvest.

Summer Potential

With less 1975 fall crop potatoes held in long-term storages and available for summer 1976 delivery compared to the 1974/75 situation, growers may advantageously expand summer acreage. A 4-5 percent acreage gain, given typical yields, would mean nearly 23 million cwt. production, 2.5 million above 1975. Although still generally profitable, lower grower prices than 1975 would result from this production level. A figure larger than +4 or +5 percent for the summer could well mean potato supplies large enough to depress prices.

The April 15 Report

USDA Statistical Reporting Service will release April 15 the results of surveys of fall 1976 potato planting intentions. Planting intentions this year may offer U.S. growers an uncomfortable reminder of 1974. If 1976 planting intentions show an expansion of more than 4-5 percent over 1975 fall planted acreage, then individual growers may reduce actual plantings. On the other hand, if expansion intentions run only slightly above 1975, then some growers, acting independently, might conclude that the market could use additional crop. Depending on processor offers to growers in the face of a low expansion figure, ("high" contract prices and/or heavy early commitment of tonnage) growers then would likely plant more than what was reported on April 15.

SWEETPOTATOES

Final production estimates show that 13.6 million cwt. of sweetpotatoes were produced in 1975, 2 percent less than last year. Yield was the same as a year earlier but harvested acreage was slightly lower. One-third of the 1975 crop originated in North Carolina with Louisiana in second place providing another 19 percent.

In the shipping season beginning in September, prices received by growers have averaged sharply higher than the previous year. The spread between the 2 years is expected to narrow as fresh market shipments and movement to canners have lagged behind a year ago. More important, the lag is greater than the reduced crop size. SRS prices of $9.44 and $9.50 per cwt. in November and December this year compare with $7.70 and $8.95 a

year earlier. The January prices were $9.57 in 1976, 27 cents cwt. above a year earlier. These prices reflect both fresh and processed prices received by growers. Taking the fresh market side by itself, North Carolina and Louisiana prices in mid-January were about 60 cents per 50 pound crate higher than a year earlier. In California prices were mixed relative to a year ago.

Unloads of sweetpotatoes at major market terminals have been about 6 percent below a year earlier. This explains the higher prices received for fresh market stock and it further suggests that prices may not rise as much as they usually do during the balance of the storage season.

Canner interests in sweetpotatoes was not as active this season due to a 4.6 million case carryover of old pack on July 1. The last report of stocks shows that supplies on hand January 1, 1976 were 5.4 million cases suggesting good trade movement and a substantially reduced fall pack. These data further suggest that stocks this coming July 1 will not be as burdensome as at the beginning of the current season. Canners will therefore likely be looking for more sweets in the 1976/77 pack seasons.

Prices for canned sweets have edged downward from year earlier levels. But with reduced pack activity, the price cuts have been relatively small compared with other vegetables. In common with other vegetables, deeper price concessions have shown up on the institutional packs.

USDA's Agricultural Marketing Service so far in fiscal 1976 has purchased 429,000 cases 6/10's of syrup pack and 26,800 cases of dehydrated. In the same period a year earlier, 257,100 cases of canned and 32,160 cases of dehydrated were acquired.

MUSHROOMS

Mushroom prices received by growers have advanced steadily thus far this season. This includes both the fresh and processing markets. Prices for cut bulk crop going for fresh repacking advanced from 51 cents a pound in November to 58 cents a pound in mid-January. A year ago comparable prices were steady at 44 cents/pound.

This season processing prices for cleancut stock moved from 45 cents/pound to 54 cents/pound. By way of contrast, processing prices last year weakened during the course of the season, beginning at 41-42 cents and going as low as 35 cents in January and February 1975.

Despite the absence of shipping data, one may infer from price trends alone that consumer demand for mushrooms has resumed its upward course and that demand for the canned product has picked up as well. Canned imports are also helping to meet this reviving demand as imports approximating 25 million pounds in the six-month period July-December 1975 set a record high. The prospect of further increased imports once again has prompted the domestic canning industry to seek relief from its foreign competition. On January 6 and 7, the International Trade Commission held hearings to determine the extent of economic injury, if any, to the domestic industry. Domestic canners, importers, and their representatives offered their testimony on this question.

DRY EDIBLE BEANS

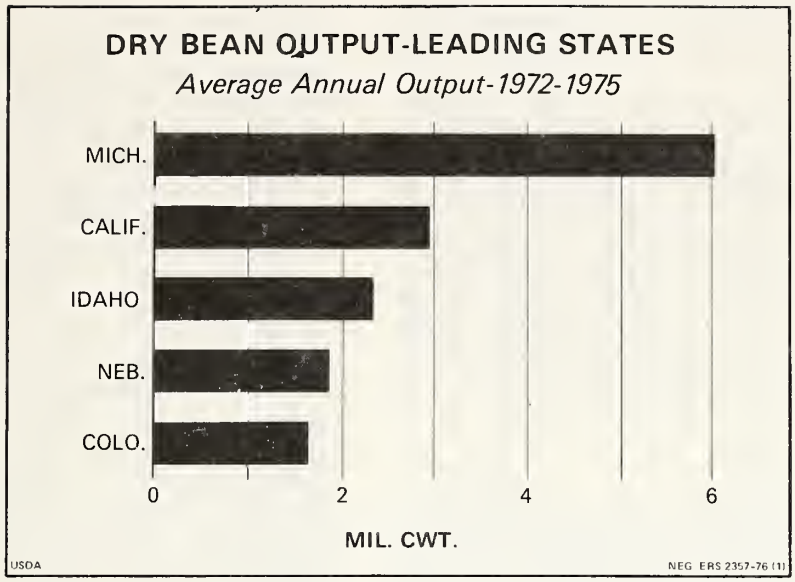
In the absence of strong export demand, dry bean prices to growers have trended downward since the beginning of the new market season which began last September. The SRS average price of $26.20 per cwt. for all classes that month was the high point of 1975. The January figure of $20.00 likely will be close to the low for the season, as total supplies are not considered excessive. Generally steady to slightly higher prices are the prospect for the rest of the season.

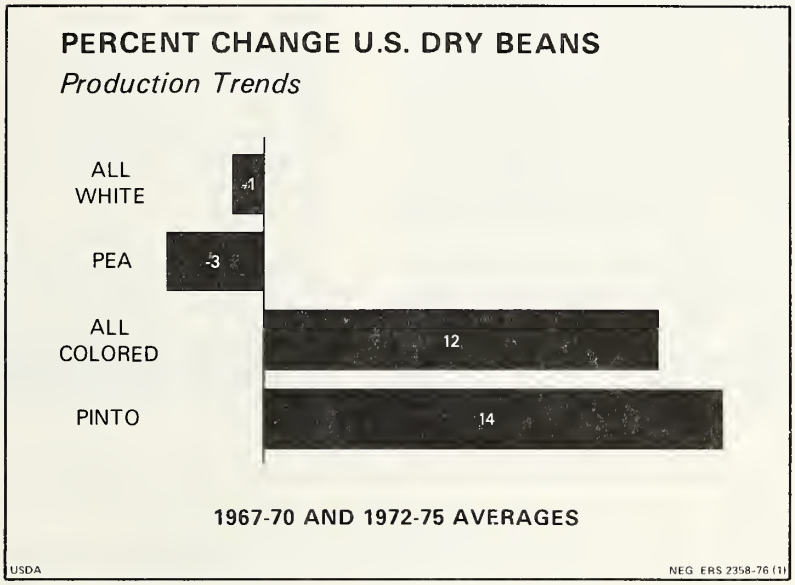
The recently released USDA Annual Crop Summary shows that total dry bean production in 1975 was 17.2 million cwt., 15 percent less than the record high a year earlier. With pea bean output cut sharply, the total production of white classes was the smallest of recent record, down more than 40 percent from a year ago. The white bean industry has moved from one extreme to the other—from burdensome supplies to record light supply—in two consecutive marketing seasons. On the other hand, there was a 22-percent larger colored bean harvest this year, mostly the result of a generous pinto crop. Pinto growers planted heavily last year assuming that the sharply expanded 1974 crop export sales were to be a continuing market. Production of other classes of beans fell sharply this past year. The California blackeye pea crop was less than half the large tonnage available from 1974. Both baby and large lima crops were less in that State too.

Marketings

The short supply of white beans stimulated early market season sales of the Michigan crop, largely pea beans. Grower sales of all classes produced in that State were 2.3 million cwt. as of the end of November, a figure only slightly smaller than a year earlier, when the supply situation was very much different. Most of these sales were for domestic use. On the other hand, exports of Michigan pea beans have been very light thus far this season.

This heavy early shipment from a limited crop would suggest some later season price strength.





Furthermore, there are relatively light supplies of small whites and great northerns available to compete with the movement of pea beans. Trade reports note that movement of canned beans from store shelves has been somewhat disappointing this season. This sluggish movement has been attributed to lower prices for canned and frozen vegetables. Under these conditions of short supply, high prices, and slower disappearance, pea bean canners are not likely to be in the market for any substantial late season purchases.

Markets and prices for colored beans have been relatively quiet and dull, as growers have been holding for higher prices. Export demand has been unusually light thus far this shipping season. Last year, Mexico was buying heavily to compensate for their light crop of colored beans. This year, Mexico has made some modest exports and is competing with us for external markets.

Exports of all classes of dry beans September through December 1975 have been reported at 940,000 cwt. by the Bureau of Census. Activity for the comparable period a year earlier was 2.2 million cwt. The entire 1974/75 season saw record export activity of 5.2 million cwt. shipped. With a relatively small crop to market this season, export activity would naturally be sharply less. However, by any measurement, foreign interest has been dis-

appointing thus far this season. Exports activity to the first of the year has been the poorest in 15 years.

Part of the reason behind this lack of export interest is larger world output in 1975. Brazil, the world's largest producer, had a moderately larger crop and Mexico had about 2½ million cwt. more. South America, as a whole, was up about 3½ million cwt. and the slight reduction in Europe is not expected to result in much stimulus to the market. Besides, European demand centers around white classes which are in only modest supply in the United States. The pinto bean is the class that needs attention and prospects are not bright.

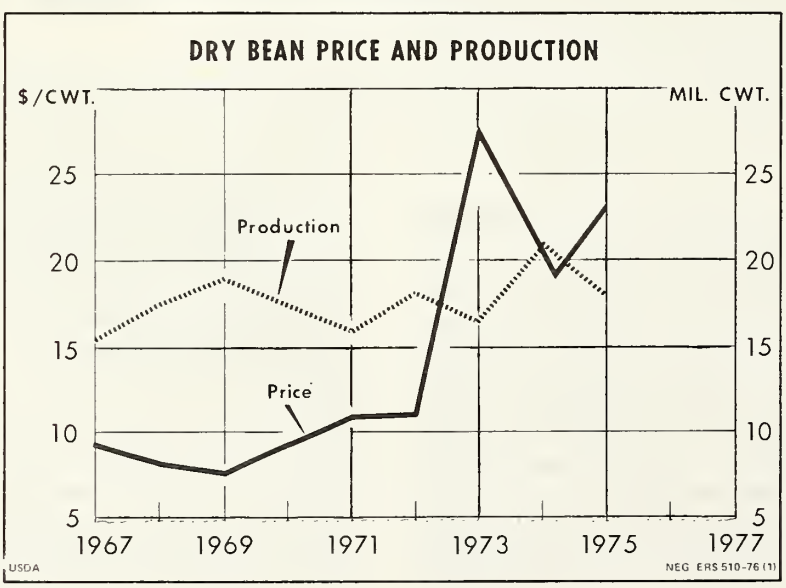
U.S. Price Review by Classes

With heavy production of pinto and other colored beans, prices for these classes have been running well below the two previous seasons. January quotes from Colorado show prices in the $17 per cwt. range against prices in the $30's each of the previous two seasons. In early 1975, it was a question of heavy exports moving to Mexico, and two years earlier, total bean supplies were light at a time when all protein foods were facing unusually heavy demand. Kidney bean prices of $22.75 have been the lowest since October 1972. Without the development of substantial export trade, prices for these classes are expected to hold steady to slightly weaker the next few months.

With a blackeye pea production less than half as large as the recent record 1974 crop, prices advanced early in the current marketing season, only to fall back in December. Nonetheless, January prices of $20-$21 per cwt. were sharply above the $13.25 of a year earlier. It appears that low pinto prices are acting as a drag to movement of blackeyes. The limited supply of large limas, also from California, has kept prices steady at around the $31 level since mid-September. On the other hand, baby lima prices have moved down sharply since last fall, and were at $16.25 early in January. This was despite a smaller 1975 production.

Among the white classes, Michigan pea bean prices have ranged in the middle and upper $30's per cwt. the entire market season. Prices were highest in early October, as the market probably anticipated a larger export movement than the amount which has developed thus far. The current prices are in sharp contrast to the $12 figures which were common during spring 1975 when the market was burdened with large supplies from the huge 1974 Michigan crop of 6.3 million cwt. The 1975 pea output was 3.8 million cwt. from that State. The sharply reduced great northern crop is following roughly the same price pattern, though prices did not rise as high early in the fall. The recent January price of $26.50 reflects the relatively short supply, as this price is the highest for this class since the late spring of 1974 when supplies of all classes were short and remaining supplies at that time were tightly held.

Retail price trends as reported by the Bureau of Labor Statistics (BLS) represent only pea beans, and occasionally great northern. Reported retail prices dropped as low as 35.7¢ per pound last July but since then have risen to 51.5¢ in November. A further slight rise may be expected in the BLS data, although it should be pointed out that actual retail prices for colored classes, especially pinks and pintos, are substantially lower this year.



Outlook for 1976

Although pea bean supplies are short, total bean supplies are ample for expected bagged and canned needs the rest of this season. End of season stocks will probably be close to the average of other recent years, but with the composition of these stocks heavy to pintos. The typical response of growers would be to increase Michigan pea bean acreage in 1976, and the Rocky Mountain States may be expected to cut back on pintos and other colored classes. The question of competing crop alternatives in 1976 may not be as restrictive as it was when corn, soybean, and sugarbeet prices were higher. Under these present supply conditions, a moderately increased 1976 acreage may be expected, and with average yields of about 1,250 pounds per acre, about 18.5 million bags might be expected. This would provide enough supply for domestic food and seed use of nearly 14 million cwt. with the remainder available for export channels.

Government Purchases

USDA's Agricultural Marketing Service has purchased 21.5 million pounds of dry beans under Section 32 authority thus far during crop year 1975/76. This compares with 9.5 million pounds in a comparable period a year earlier. The total last year was 9.9 million pounds.

DRY EDIBLE PEAS AND LENTILS

The 1975 dry pea crop of 2.7 million cwt. fell short of the moderately large 1974 volume due to a sharp acreage cut in Idaho. The important Washington crop was only slightly smaller this past year. While pea output lagged behind a year earlier, a million tons of lentils set a new production record.

Despite the smaller supply of peas this season, prices for all classes except black have been below a year earlier. This is largely due to weaker export demand thus far this season, although a larger carryin probably occurred as well. The December SRS price of $6.45 per cwt. compares with $9.90 a year earlier. F.o.b. prices for greens and yellows in the Pacific Northwest in the low $6 range contrast sharply with the $30 figure for greens 2 years ago, and even the $7.25-$8.50 of January 1975. Only blacks have been worth more than the previous year as recent data indicate. Lentil prices are also dragging in the $10-$11 range against $13-$14 a year earlier.

Total dry pea and lentil exports the first 3 months of the shipping season were less than half the 1974 figure. Only 54.9 million pounds had moved as of December 1, 1975. A year earlier the comparable figure was 116.6 million pounds. Both Japan and the United Kingdom had reduced sharply their purchases of dry peas. Most European markets, especially Holland (shipping on to Germany) and Italy, cut back lentil purchases, but Venezuela came into the market during November.

Domestic movement of both peas and lentils have also lagged thus far this year according to the leading trade source.

Because the export market is by far the dominant outlet for peas and lentils, and with supplies on the heavy side, the only hope for price improvement would lie in a burst of demand from Europe or Latin America. But with larger European crops 1975, this is not a likely prospect.

Table 1—Potatoes: January 1 total stocks by areas, United States

Year	Eastern States	Central States	Western States	Total[1]
	Million cwt.	*Million cwt.*	*Million cwt.*	*Million cwt.*
1970	37.0	28.0	73.2	138.1
1971	38.0	29.9	82.0	150.0
1972	38.0	34.1	79.3	151.4
1973	28.0	27.6	78.8	134.3
1974	25.3	28.0	80.3	133.6
1975	35.2	35.3	92.4	162.9
1976	25.2	26.7	101.1	152.9

[1] May not add to total due to rounding.

Table 2— U.S. exports of dried edible beans by country of destination

Country	Marketing year beginning		
	Sept. 1972	Sept. 1973	Sept. 1974
	1,000 cwt.	*1,000 cwt.*	*1,000 cwt.*
United Kingdom	947.4[1]	801.4[1]	367.9[1]
Japan	234.2	133.0	375.4
Venezuela	112.7	47.0	96.7
Mexico	193.9	517.0	1,790.0
France	361.5	246.5	242.2
Netherlands	264.4	167.8	243.0
Dominican Republic	113.3	178.3	5.6
Australia	64.5	109.3	114.2
Algeria	71.1	275.0	371.8
Other countries	1,915.4	862.9	1,510.4
Total U.S. exports	4,278.4	3,338.2	5,117.2

[1] Includes Northern Ireland.

Table 3— Beans dry edible: Production by commercial classes, 1970-75

Class	1970	1971	1972	1973	1974	1975[1]
	1,000 cwt.	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
White:						
Pea, navy	5,180	5,022	6,450	4,882	6,737	3,923
Great northern	1,430	1,517	1,515	1,776	2,088	1,380
Small white[2]	342	378	397	421	665	238
Yelloweye	([3])	([3])	([3])	([3])	([3])	([3])
Total, White	6,952	6,917	8,362	7,079	9,490	5,541
Colored:						
Pink	678	724	624	804	1,030	1,152
Pinto	5,384	4,843	5,613	4,622	4,758	6,377
Red kidney	1,302	1,123	816	1,145	1,513	1,468
Small red	585	371	371	318	447	486
Cranberry	155	112	257	205	162	186
Black turtle soup	227	279	144	135	192	243
Total, colored	8,331	7,452	7,825	7,229	8,102	9,912
Lima:						
Large	558	398	471	533	670	408
Baby	478	400	317	378	574	416
Total, lima	1,036	798	788	911	1,244	824
Other:						
Blackeye	712	413	801	766	1,092	499
Garbanzo	68	85	60	98	83	119
Other[4]	300	252	282	306	331	301
Total, other	1,080	750	1,143	1,170	1,506	919
United States	17,399	15,917	18,118	16,389	20,342	17,196

[1] Preliminary. [2] Includes flat small white. [3] Included in "Other". [4] Does not include beans grown for garden seed.

Data from Crop Production, SRS, USDA.

Table 4–Vegetables and melons for fresh market: Commercial acreage, production, and value for principal crops, 1973, 1974, and 1975[1]

	Harvested acreage			Production			Value					
							Per cwt.			Total		
	1973	1974	1975	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 acres	*1,000 acres*	*1,000 acres*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*Dollars*	*Dollars*	*Dollars*	*1,000 dollars*	*1,000 dollars*	*1,000 dollars*
Artichokes	12.0[2]	10.8[2]	10.2[2]	600[2]	702[2]	734[2]	14.50[2]	17.30[2]	16.10[2]	8,699[2]	12,152[2]	11,847[2]
Asparagus	115.4[2]	112.5[2]	100.0[2]	860	824	859	31.10	33.40	34.10	26,765	27,489	29,317
Beans, snap	85.9	83.0	82.3	3,034	2,923	3,067	17.90	18.60	19.50	54,189	54,439	59,699
Broccoli	53.9[2]	49.4[2]	47.0[2]	1,497	1,590	1,819	15.70	17.10	17.20	23,517	27,264	31,373
Brussels sprouts	6.1[2]	5.7[2]	6.0[2]	641[2]	656[2]	660[2]	13.90[2]	18.60[2]	18.60[2]	8,894[2]	12,169[2]	12,280[2]
Cabbage[3]	109.8[2]	105.6[2]	102.9[2]	24,110[2]	24,747[2]	24,779[2]	5.09[2]	3.89[2]	4.55[2]	121,416[2]	95,409	111,469[2]
Cantaloups[4]	93.1	69.9	73.1	11,312	9,730	9,611	8.07	9,99	10.50	91,322	97,180	100,837
Carrots	83.3[2]	77.4[2]	69.8[2]	12,807	13,043	12,659	7.19	7.64	9.34	92,131	99,599	118,194
Cauliflower	31.8[2]	32.2[2]	30.9[2]	1,442	1,553	1,896	16.40	17.80	19.40	23,625	27,653	36,732
Celery	33.5[2]	32.7[2]	31.8[2]	16,784[2]	16,476[2]	16,037[2]	6.04[2]	5.70[2]	7.27[2]	101,352[2]	93,956[2]	116,530[2]
Corn, sweet	174.5	169.6	170.8	13,633	13,000	13,723	679	7,84	8.44	92,606	101,940	115,839
Cucumbers	44.1	45.9	47.7	4,220	4,639	4,784	9.34	10.40	10.10	39,431	48,282	48,358
Eggplant	2.8	3.2	3.4	527	605	714	9.80	11.60	11.40	5,164	7,042	8,113
Escarole	8.4	8.3	7.7	1,199	1,123	1,112	11.60	10.80	11.80	13,943	12,157	13,132
Garlic	6.9[2]	9.0[2]	10.8[2]	897[2]	1,170[2]	1,188[2]	11.70[2]	12.20[2]	11.30[2]	10,522[2]	14,265[2]	13,455[2]
Honeydews	14.0	12.4	12.4	2,453	2,185	2,243	7.47	8.23	9.45	18,324	11,993	21,192
Lettuce	224.8	228.0	227.6	50,581	51,394	52,284	7.41	6.92	6.86	374,923	355,536	358,856
Onions	104.9[2]	109.3[2]	102.6[2]	29,659[2]	33,045[2]	31,382[2]	7.57[2]	4.87[2]	8.92[2]	207,046	146,754[2]	257,848[2]
Peppers, green	47.9[2]	48.6[2]	49.9[2]	4,738[2]	5,231[2]	5,200[2]	13.90[2]	14.50[2]	16.50[2]	65,739[2]	76,021[2]	85,982[2]
Spinach	10.7	9.7	9.0	628	607	651	14.50	15.10	15.60	9,072	9,176	10,147
Tomatoes	139.0	124.0	120.6	19,549	19,968	19,984	16.00	17.30	18.40	312,148	345,241	367,283
Watermelons	241.3	215.4	212.2	26,260	23,220	24,312	2.95	3.81	4.01	77,465	88,572	97,393
Total	1,644.1	1,562.6	1,528.7	227,431	228,431	229,698	254.92	273.59	289.34	1,778,293	1,770,289	2,025,876

[1] Includes Hawaii. [2] Includes quantities used for processing. [3] Price computed from value and production less not marketed. [4] Includes Casabas, Persians, and other muskmelons.

Table 5—Vegetables, fresh: Representative wholesale prices (wholesale lot) sales at New York and Chicago for stock of generally good quality and condition (U.S. No. 1 when available) indicated periods, 1974, 1975, and 1976

Market, commodity and State of origin	Unit	Tuesday nearest mid-month					
		1974-75			1975-76		
		Nov. 12	Dec. 10	Jan. 14	Nov. 11	Dec. 9	Jan. 13
		Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
NEW YORK							
Beans, snap round green type (Florida)	Bu. hamper and crt.	12.75	8.50	11.00	8.25	8.75	12.00
Broccoli, bunched (California)	14's crt.	5.75	6.00	7.00	5.00	6.75	6.375
Cabbage, domestic round type (Florida)	1-3/4 bu. crt.	---	3.75	5.00	---	5.00	5.50
Cabbage, Danish type (New York)	50-lb. sack	2.25	2.625	3.25	2.625	3.75	4.25
Carrots, toped, washed (California)	48-1-lb. film bag ctn.	8.25	8.00	8.25	6.75	6.50	---
Celery, Pascal (Florida)	2-4 doz. 16 in. crt.	---	4.50	5.25	---	10.25	11.00
Celery, Pascal (California)	2-3 doz. 16 in. crt.	8.00	6.50	6.75	10.00	14.00	13.00
Corn, sweet, yellow (Florida)	4½-5 doz. crt.	5.00	5.25	5.00	7.00	8.50	5.875
Cucumbers, (Florida)	Bu. basket	6.50	11.00	---	9.50	10.50	---
Lettuce, Iceberg type (Arizona)	2 doz. ctn.	8.25	5.00	---	5.75	6.50	---
Onions, yellow, medium (New York)	50-lb. sack	2.75	2.50	2.60	5.35	6.25	6.50
Peppers, green, California Wonder (Florida)	Bu. basket	5.25	5.25	8.50	7.50	8.00	7.25
Spinach, savoy type (Texas)	Bu. basket	---	5.50	6.00	---	7.00	6.00
CHICAGO							
Beans, snap round green type (Florida)	Bu. hamper	11.50	10.50	13.50	6.25	10.25	12.25
Broccoli (California)	14's crt. and ctn.	6.00	4.75	7.00	6.00	6.50	6.00
Cabbage, domestic round type (Texas)	1-3/4 bu. crt.	3.50	4.50	4.75	---	4.50	5.50
Carrots, topped, washed (California)	48-1-lb. film bag, mesh master	6.00	7.25	---	6.85	5.00	---
Cauliflower (California)	Film wrapped 12's ctn.	---	5.75	9.75	5.75	8.00	9.00
Celery, Pascal type (California)	2-3 doz. 16 in. crt.	7.50	5.50	7.25	9.25	13.00	12.00
Corn, sweet, yellow (Florida)	5 doz. crt.	4.75	4.50	5.25	7.00	---	6.50
Cucumbers (Florida)	Bu. basket	6.25	---	---	7.25	11.50	---
Lettuce, Iceberg type (Arizona)	2 doz. heads, ctn.	8.75	5.25	8.00	5.75	6.75	7.15
Onions, yellow, large (Idaho)	50 lb. sack	4.25	3.265	3.60	7.00	9.25	9.00
Onions, yellow, medium (Midwestern)	50 lb. sack	3.00	2.75	2.50	4.85	5.25	5.17
Peppers, green, California Wonder type, large (Florida)	Bu. basket	7.25	6.00	11.50	---	10.25	8.75
Tomatoes, greenhouse, medium (Midwestern)	8 lb. Bu. basket	---	3.00	---	---	3.50	---

Weekly summary of terminal market prices, AMS, USDA, Market News Report.

Table 6—Vegetables, fresh: Average f.o.b. shipping point prices, per hundredweight, United States, indicated periods, 1974, 1975, and 1976

Commodity	1974		1975				1976
	November	December	October	November	December	December 1-15	January 1-15
	Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
Beans, snap	23.70	19.00	16.10	19.80	19.40	20.00	20.80
Broccoli	16.40	17.70	17.90	18.20	18.80	20.20	16.30
Cabbage	4.24	4.49	5.51	5.10	5.40	5.45	6.48
Cantaloups	9.90	---	7.79	8.46	---	---	---
Carrots	10.20	9.39	8.17	7.75	7.52	7.30	7.17
Cauliflower	15.20	16.50	17.80	16.50	20.90	22.60	22.70
Celery	5.93	5.28	10.40	9.10	13.20	13.00	14.60
Corn, sweet	6.58	6.63	8.43	11.20	12.50	12.80	9.20
Cucumbers	7.02	13.30	8.67	11.80	15.50	17.40	13.00
Lettuce	8.75	8.74	7.33	7.75	7.95	8.80	9.30
Onions	4.36	4.16	9.41	9.70	11.40	11.70	11.40
Peppers, green	15.20	15.00	17.00	18.40	19.60	20.30	18.00
Spinach	16.00	16.20	18.30	16.10	21.50	21.10	19.80
Tomatoes	22.80	18.70	14.70	19.30	19.50	21.10	19.50

[1] Agricultural Prices, SRS, USDA, issued monthly.

Table 7—Vegetables, commercial for fresh market: Index numbers (unadjusted) of prices received by farmers, as of 15th of the month, United States, by months[1]

(1967=100)

Period	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Av.
1935-39	35	37	40	40	39	30	27	25	25	28	32	36	33
1947-49	89	94	96	95	85	66	64	60	59	63	74	76	77
1950-54	87	82	78	91	82	75	72	62	57	66	77	83	76
1955-59	83	90	91	89	84	77	72	63	64	70	78	79	78
Year													
1960	99	95	87	88	90	74	76	62	61	67	73	77	79
1961	74	74	76	95	83	90	81	65	65	65	76	74	76
1962	94	102	125	109	107	84	73	63	64	66	75	85	87
1963	102	95	82	83	78	88	85	65	62	70	91	94	83
1964	100	103	98	89	83	90	80	76	76	78	101	87	88
1965	80	86	101	106	121	102	85	78	78	84	90	88	92
1966	106	112	102	109	97	99	114	101	91	91	103	99	102
1967	103	99	98	108	103	121	110	86	82	88	100	103	100
1968	118	123	127	132	108	98	94	88	92	91	115	119	109
1969	107	111	109	107	121	100	100	96	94	110	144	132	111
1970	134	130	125	112	124	113	103	95	107	96	105	100	112
1971	114	123	149	140	129	127	121	104	100	118	164	137	127
1972	152	132	119	137	127	126	121	128	130	115	144	140	131
1973	159	157	171	196	182	183	179	134	128	126	132	135	157
1974	145	167	137	155	169	169	154	145	145	164	168	159	156
1975[2]	170	188	172	179	174	219	208	162	172	159	169	196	181

[1] The index for commercial fresh market vegetables was revised, beginning January 1958, to reflect changes in the method of reporting prices. All prices now are reported on a f.o.b. basis. [2] Preliminary.

Agricultural Prices, SRS, USDA, issued monthly.

Table 8—Vegetables for commercial processing: Acreage, production, and season average price per ton, 1973, 1974, and 1975

Commodity	Harvested acreage			Production			Price per ton		
	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 acres	*1,000 acres*	*1,000 acres*	*1,000 tons*	*1,000 tons*	*1,000 tons*	*Dollars*	*Dollars*	*Dollars*
Asparagus	N.A.	N.A.	N.A.	84	89	63	471.00	526.00	501.00
Beans, lima[1]									
Canning	28	23	31	26	18	30	170.00	262.00	406.00
Freezing	50	50	46	72	72	66	226.00	329.00	333.60
Beans, snap									
Canning	218	230	222	548	586	529	100.00	149.00	154.00
Freezing	74	61	50	194	162	134	111.00	186.00	163.00
Beets	16	19	18	201	241	231	27.50	41.00	40.50
Cabbage for kraut	13	14	12	219	281	239	24.80	31.00	31.30
Corn, sweet[2]									
Canning	326	335	381	1,470	1,386	1,641	27.40	48.20	50.00
Freezing	128	124	125	709	672	725	34.40	66.50	65.40
Cucumbers for pickles	126	132	138	599	597	674	99.30	131.00	129.00
Peas, green[1]									
Canning	267	270	287	295	223	348	117.00	288.00	221.00
Freezing	153	148	146	206	341	213	122.00	135.00	215.00
Spinach									
Canning	14	11	15	79	74	91	50.27	56.62	68.63
Freezing	13	14	9	92	100	68	49.60	56.90	59.23
Tomatoes	295	338	384	5,935	7,020	8,503	42.00	64.50	63.20
Broccoli	N.A.	N.A.	N.A.	100	117	100	189.00	245.00	249.00
Carrots	N.A.	N.A.	N.A.	462	465	332	28.80	40.40	43.00
Cauliflower	N.A.	N.A.	N.A.	75	74	53	137.00	161.00	168.00
Total[3]	N.A.	N.A.	N.A.	11,366	12,519	14,040	55.60	82.50	79.60

[1] Production and price on a "shelled" basis. [2] Corn in the husk. [3] May not add to total due to rounding.

N.A.=Not available.

Vegetable—Processing, annual summary, SRS, USDA.

Table 9—Vegetables, frozen: Cold storage holdings and indicated disappearance, September 1 to December 31

Commodity	December 31			September 1-December 31 net change		
	1973	1974	1975[1]	1973	1974	1975[1]
	Million pounds	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*	*Million pounds*
Asparagus	18	12	9	-10	-7	-8
Beans,lima:						
Forkhook	28	30	34	10	15	15
Baby	62	68	78	38	45	36
Total	90	98	112	48	60	51
Beans, snap:						
Regular	118	125	147	-24	-13	-23
French style	55	54	51	-6	-12	-5
Total	173	179	198	-30	-25	-28
Broccoli:						
Spears	42	59	45	11	7	-7
Chopped and cuts	32	37	33	3	-3	-6
Total	74	96	78	14	4	-13
Brussels sprouts	51	47	49	34	28	38
Carrots	120	156	130	90	82	24
Cauliflower	65	69	66	47	32	24
Corn, sweet:						
cut	190	224	252	86	132	121
on-cob	103	95	115	58	57	196
Total	293	319	367	144	189	196
Mixed vegetables	27	35	38	14	71	3
Okra	22	34	29	1	-9	-6
Onions						
Rings	9	11	10	1	([3])	1
Other	13	18	12	5	-1	1
Total	22	29	22	6	-1	2
Peas, Blackeyed	14	14	14	8	-3	1
Peas, green	181	221	250	-108	-110	-148
Peas and carrots	9	13	13	2	3	1
Spinach	63	69	55	-20	-30	-39
Southern greens	43	42	32	11	3	7
Other vegetables	183	213	196	47	64	29
Total vegetables[2]	1,448	1,645	1,657	298	353	150
Potatoes:						
French fried	457	564	575	263	294	140
Other potato products	92	129	113	40	36	13
Total frozen potatoes	549	693	688	303	330	153
Grand Total[2]	1,997	2,338	2,345	601	683	303

[1] Preliminary. [2] May not add to total due to rounding. N.A.—Not available. [3] Less than .50.

Cold storage, SRS, USDA, issued monthly.

Table 10– Fresh Vegetables: Retail price, marketing margin, and farm value per unit, sold in New York City, indicated months, 1974 and 1975

Commodity, month, and retail unit	Retail price	Marketing Margin		Farm Value[1].[2]	
		Absolute	Percentage of retail value	Absolute	Percentage of retail value
	Cents	*Cents*	*Percent*	*Cents*	*Percent*
Carrots (Pound)					
November 1975	24.8	16.2	65	8.6	35
October 1975	27.6	17.9	65	9.7	35
November 1974	25.3	14.6	58	10.7	42
Celery (Pound)					
November 1975	31.9	17.2	54	14.7	46
October 1975	25.9	17.6	68	8.3	32
November 1974	28.3	20.1	71	8.2	29
Lettuce (Head)					
November 1975	48.2	30.2	63	18.0	37
October 1975	45.4	32.6	72	12.8	28
November 1974	57.2	36.5	64	20.7	36
Onions, dry yellow (Pound)					
November 1975	23.2	13.8	59	9.4	41
October 1975	23.5	13.8	59	9.4	41
November 1974	19.0	14.3	75	4.7	25
Potatoes, round white (Pound)					
November 1975	15.2	10.2	66	5.2	33
October 1975	16.3	9.5	58	6.8	42
November 1974	12.7	8.9	70	3.8	30
Potatoes, Russet (Pound)					
November 1975	22.9	15.1	66	7.8	33
October 1975	21.6	15.1	70	65	30
November 1974	19.7	12.6	64	7.1	36
Sweetpotatoes (Pound)					
November 1975	27.8	15.0	54	12.8	46
October 1975	27.8	15.0	54	12.8	46
November 1974	24.7	15.0	61	9.7	39

[1] For quantity of product equivalent to retail unit sold to consumers: Because of waste and spoilage during marketing, equivalent quantity exceeds retail unit. [2] Production areas: Carrots-California, Celery-California, Lettuce-California, Onions-New York, Potatoes, round white-New York, Potatoes, Russet-Idaho; Sweetpotatoes-North Carolina.

Table 11—Fresh Vegetables: 1975 representative truck rates for selected items[1]

Commodity, area, and city	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Dollars per package											
Carrots (48/1-lb film)												
California points to:[2]												
Chicago	1.50	1.68	1.68	1.68	2.12	2.50	2.25	1.75	1.69	1.88	1.88	N/A
Los Angeles	.40	.40	.40	.40	.65	.65	.65	.65	.65	.65	.65	N/A
New York City	2.25	2.50	2.50	2.50	2.38	3.38	2.62	2.62	2.50	2.84	2.84	N/A
Rio Grande Valley, Texas to:												
Chicago	1.35	1.35	1.35	1.35	1.35	1.35	---	---	---	---	---	---
New York City	2.15	2.15	2.15	2.15	2.15	2.15	---	---	---	---	---	---
Celery (wirebound crate)												
Southern California to:												
Chicago	2.35	2.35	2.10	2.10	2.10	2.10	2.25	2.35	2.40	2.35	2.32	2.18
Los Angeles	.30	.30	.32	.32	.32	.32	.32	.32	.32	.32	.32	.32
New York City	3.30	3.30	2.90	2.90	2.90	2.90	3.25	3.35	3.15	3.05	3.05	2.85
Southern Florida to:												
Atlanta	1.25	1.25	1.25	1.25	1.25	1.25	---	---	---	---	---	---
Chicago	1.75	1.75	1.75	1.75	1.75	1.75	---	---	---	---	---	---
New York City	1.65	1.65	1.65	1.65	1.65	1.65	---	---	---	---	---	---
Corn (wirebound crate)												
Southern Florida to:												
Chicago	1.45	1.45	1.45	1.45	1.45	1.45	---	---	---	---	---	---
Los Angeles	1.35	1.35	1.35	1.35	1.35	1.35	---	---	---	---	---	---
New York City	1.90	1.90	1.90	1.90	1.90	1.90	---	---	---	---	---	---
Cucumbers (1-1/9 bu. crate)												
Southern Florida to:												
Chicago	1.75	1.75	1.75	1.75	1.75	1.75	---	---	---	---	---	---
New York City	1.65	1.65	1.65	1.65	1.65	1.65	---	---	---	---	---	---
Lettuce (24-head ctn.)												
California points to:[2]												
Atlanta	1.64	1.75	1.75	1.75	1.88	2.00	2.00	2.00	1.88	2.10	2.10	1.88
Chicago	1.50	1.69	1.69	1.69	2.12	2.50	2.25	2.25	2.00	2.40	2.40	1.75
Dallas	1.00	1.06	1.06	1.06	1.25	1.50	1.62	1.62	1.50	1.65	1.65	1.06
Los Angeles	.40	.40	.40	.40	.45	.45	.45	.45	.45	.45	.45	.40
New York City	2.25	2.50	2.50	2.50	2.38	3.38	2.62	2.62	2.50	2.84	2.84	2.38
Onions dry (50-lb. sack)												
Rio Grande Valley, Texas to:												
Atlanta	---	.90	.90	.90	.90	.90	.90	---	---	---	---	---
Chicago	---	1.10	1.10	1.10	1.10	1.10	1.10	---	---	---	---	---
New York City	---	1.70	1.70	.170	1.70	1.70	1.70	---	---	---	---	---
Potatoes (100 lb. sack)												
Idaho Falls, Idaho to:												
Atlanta	3.25	3.25	3.25	3.25	---	---	---	---	3.25	3.25	3.25	3.25
Chicago	2.25	2.25	2.25	2.25	---	---	---	---	2.45	2.45	2.45	2.45
Los Angeles	1.20	1.20	1.20	1.20	---	---	---	---	1.30	1.30	1.30	1.30
New York City	3.75	3.75	3.75	3.75	---	---	---	---	4.00	4.00	4.00	4.00
Presque Isle, Maine to:												
Boston	.80	.80	.80	.80	.80	.80	---	---	.80	.80	.80	.90
New York City	1.20	1.20	1.20	1.20	1.20	1.20	---	---	1.20	1.20	1.20	1.40
Tomatoes (20-lb. ctn.)												
Southern Florida to:												
Chicago	.70	.70	.70	.70	.70	---	---	---	---	---	.70	.70
New York City	.65	.65	.65	.65	.65	---	---	---	---	---	.65	.65

[1] Reported from a sample of shippers and/or truck brokers in specified areas for shipments during the first week of month.
[2] Imperial Valley; Jan.-Apr., Dec. Salinas-Watsonville: May-Nov.

N/A=not available.

Table 12—Potatoes, Irish: Acreage, yield per acre, and production, 1973, 1974, and 1975

Seasonal group	Harvested acreage			Yield per acre			Production		
	1973	1974	1975[1]	1973	1974	1975[1]	1973	1974	1975[1]
	1,000 acres	*1,000 acres*	*1,000 acres*	*Cwt.*	*Cwt.*	*Cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
Winter	14.0	13.7	14.3	204	214	202	2,853	2,933	2,887
Spring	98.9	103.4	84.5	214	242	237	21,213	25,032	19,994
Summer	125.1	133.3	115.5	172	191	180	21,478	25,421	20,824
Fall									
8 Eastern	233.2	238.5	209.7	212	253	291	49,327	60,274	48,034
8 Central	317.6	328.9	270.3	177	199	200	56,115	65,359	53,949
8 Western	515.8	573.0	562.7	288	285	302	148,424	163.041	169,959
Total, fall	1,066.6	1,140.4	1,042.7	238	253	261	253,866	288,674	271,942
United States	1,304.6	1,390.8	1,257.0	230	246	251	299,410	342,060	351,647

[1] Preliminary.

Crop Production, annual summary, SRS.

Table 13—Sweetpotatoes: Acreage, yield per acre, and production, 1973, 1974, and 1975

Group and State	Harvested acreage			Yield per acre			Production		
	1973	1974	1975[1]	1973	1974	1975[1]	1973	1974	1975[1]
	1,000 acres	*1,000 acres*	*1,000 acres*	*Cwt.*	*Cwt.*	*Cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
Central Atlantic[2]	11.1	11.3	10.6	138	134	143	1,535	1,509	1,521
Lower Atlantic[3]	34.5	39.5	41.8	127	124	134	4,385	4,903	5,590
Central[4]	61.2	64.2	59.8	93	100	90	5,686	6,403	5,379
California	6.4	6.7	7.2	145	165	160	928	1,106	1,152
United States	113.2	121.7	119.4	111	114	114	12,534	13,921	13,642

[1] Preliminary. [2] New Jersey, Maryland, and Virginia. [3] North Carolina, South Carolina, and Georgia. [4] Tennessee, Alabama, Mississippi, Arkansas, Louisiana, and Texas.

Crop Production, annual summary, SRS, USDA.

Table 14—Potatoes: Prices f.o.b. shipping points per hundredweight, U.S. No. 1 grade or better, indicated periods, 1974, 1975, and 1976

Shipping point and variety	1973-74			1974-75		
	November 16	December 14	January 11	November 15	December 13	January 10
	Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
Maine						
Round whites	2.56	2.42	2.36	4.70	4.32	5.94
Long Island, New York						
Round whites	3.64	3.58	3.26	5.80	5.66	6.72
New York, Upstate						
Round whites	3.68	3.50	3.40	6.26	6.36	7.06
Michigan						
Round whites	3.90	3.52	3.32	5.88	5.46	5.54
Wisconsin						
Round whites	3.12	3.16	2.94	5.07	4.88	---
Washington						
Russets	---	5.65	5.38	6.71	6.63	6.50
Colorado						
Reds	5.12	4.75	4.50	6.13	5.63	5.50
Idaho						
Russets 2" or 4 oz. min.	6.60	6.06	---	8.00	---	7.38

F.O.B. prices are simple averages of the range of daily prices for the week ended on indicated date.

Compiled from Market News Service reports.

Table 15—Canned Vegetables: Commercial pack and canners' seasonal supply, shipments to January 1, stocks January 1, seasonal shipments, selected commodities

Commodity and season	Carryover	Pack	Seasonal supply	Shipments to January 1	Stocks January 1	Total seasonal shipments
	Mil. cases 24/303's	*Mil. cases 24/303's*	*Mil. cases 24/303's*	*Mil. cases 24/303's*	*Mil. cases 24/303's*	*Mil. cases 24/303's*
Beans, lima						
1972-73	.7	2.1	2.8	1.3	1.5	2.7
1973-74	.1	3.2	3.3	1.6	1.7	3.1
1974-75	.2	2.5	2.7	1.4	1.3	2.5
1975-76	.2	3.7	3.9	1.5	2.5	N.A.
Beans, snap						
1972-73	5.9	47.6	53.5	28.5	25.0	50.8
1973-74	2.7	55.0	57.7	31.2	26.5	52.5
1974-75	5.2	62.3	67.5	33.2	34.3	52.2
1975-76	15.3	54.4[2]	69.7[2]	N.A.	N.A.	N.A.
Corn, sweet						
1972-73	9.2	53.0	62.2	27.7	34.5	55.9
1973-74	6.3	55.2	61.5	28.7	32.8	57.6
1974-75	3.9	46.4	50.3	26.7	23.6	45.2
1975-76	5.1	57.5	62.6	26.5	36.1	N.A.
Peas, green						
1972-73	4.9	33.1	38.0	19.2	18.8	34.4
1973-74	3.6	29.6	33.2	21.3	11.9	31.7
1974-75	1.5	33.1	34.6	19.9	14.7	30.1
1975-76	4.5	35.2	39.7	19.0	20.7	N.A.

[1] Does not include late fall pack in Florida and Texas.
[2] January 1 thru November 1. N.A.—Not available.

National Canners Association.

Table 16—Sweetpotatoes: Prices f.o.b. shipping points and wholesale price at New York and Chicago, indicated periods, 1974, 1975, and 1976

Item	State	Week ended					
		1974-75			1975-76		
		Nov. 16	Dec. 14	Jan. 11	Nov. 15	Dec. 13	Jan. 10
		Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
F.O.B. shipping points, Porto Rico, cured (U.S. No. 1 50 lb. crt.)	S.W. Louisiana	6.38	6.38	6.75	--	7.63	7.40
Porto Rico, cured (crt., ctn., and bu. bkt.)	Eastern N. Carolina	---	5.88	5.88	---	6.63	6.63
		Tuesday nearest mid-month					
		1974-75			1975-76		
		Nov. 12	Dec. 10	Jan. 14	Nov. 11	Dec. 9	Jan. 13
		Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
Terminal markets							
New York							
Porto Rico cured (50 lb. ctn.)	N. Carolina	---	7.25	7.25	--	7.75	7.50
Chicago							
Porto Rico cured (50 lb. crt.)	Louisiana	---	7.25	8.15	---	8.75	9.00

F.o.b. prices are simple averages of the range of daily prices, compiled from Market News Service reports. The market prices are representative prices for Tuesday of each week and are submitted by the Market News Service representative at each market.

Table 17—United States average prices received by farmers per hundredweight for important field crops, indicated periods, 1974, 1975, and 1976

Commodity	1974	1975				1976
	Dec. 15	Jan. 15	Oct. 15	Nov. 15	Dec. 15	Jan. 15
	Dollars	*Dollars*	*Dollars*	*Dollars*	*Dollars*	*Dollars*
Potatoes	3.45	3.36	4.03	3.99	4.10	4.52
Sweet potatoes	8.95	9.65	7.60	9.51	9.46	9.57
Beans, dry edible	20.20	20.00	24.40	21.10	20.60	20.00
Peas, dry	9.90	8.70	7.20	7.00	6.45	6.07

Agricultural Prices, SRS, USDA, issued monthly.

Table 18—Beans, dry edible: Acreage, yield per acre, and production, 1973, 1974, and 1975[1]

States and Classes	Harvested acreage			Yield per acre			Production[2]		
	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 acres	*1,000 acres*	*1,000 acres*	*Pounds*	*Pounds*	*Pounds*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
Michigan	560	575	500	950	1,200	900	5,320	6,902	4,500
New York	39	42	47	950	1,231	1,130	371	517	531
Northwest[3]	389	483	501	1,620	1,467	1,469	6,303	7,087	7,359
Southwest[4]	211	204	233	760	836	866	1,604	1,706	2,019
California									
Large lima	31	33	24	1,720	2,030	1,700	533	670	408
Baby lima	20	28	20	1,890	2,050	2,080	378	574	416
Other	110	166	110	1,634	1,655	1,620	1,797	2,747	1,782
Total California	161	227	154	1,682	1,758	1,758	1,692	3,991	2,606
Other States	7.7	10.7	12.1	1,080	1,310	1,496	83	140	181
United States	1,367.7	1,541.7	1,447.1	1,198	1,320	1,188	16,389	20,343	17,196

[1] Includes beans grown for seed. [2] Cleaned basis. [3] Nebraska, Montana, Idaho, Wyoming, Washington, Minnesota, and North Dakota. [4] Kansas, Colorado, New Mexico, and Utah. N.A. not available.

Crop Production, annual summary, SRS, USDA.

Table 19— Beans, dry edible: Production in selected States, by major types, United States, 1975 and total by types 1974

Type	Michigan	Idaho	Wyoming	Nebraska	Washington	Colorado	New York	California	Other[1]	Total	
										1975	1974
	1,000 cwt.	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
Peas, navy	3,770								153	3,923	6,737
Great northern		313	40	1,023					4	1,380	2,088
Pinto	99	1,170	425	805	294	1,802			1,782	6,377	4,758
Red kidney	332	45					310	596	185	1,468	1,513
Small red		182			300				4	486	447
Large lima								408		408	670
Baby lima								416		416	574
Small white[2]					18			220		238	666
Blackeye								499		499	1,092
Other	299	870		60	71	2	221	467	273	2,001	1,798
U.S. Total	4,500	2,580	465	1,888	683	1,804	531	2,606	2,139	17,196	20,343

[1] Includes Kansas, Minnesota, Montana, New Mexico, North Dakota, and Utah. [2] Includes flat small white.

Crop Production, annual summary, SRS, USDA.

Table 20— Peas, dry field: Acreage, yield per acre, and production 1973, 1974, and 1975[1]

State	Harvested acreage			Yield per acre			Production		
	1973	1974	1975	1973	1974	1975	1973	1974	1975
	1,000 acres	*1,000 acres*	*1,000 acres*	*Pounds*	*Pounds*	*Pounds*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
Minnesota	4.0	1.0	---	1,300	1,300	---	52	13	---
North Dakota	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)
Idaho	48.0	89.0	69.0	1,300	1,500	1,390	624	1,335	959
Washington	81.0	117.0	117.0	1,180	1,530	1,485	956	1,790	1,737
Oregon	3.4	6.0	2.5	970	1,500	1,400	33	90	35
United States	136.4	213.0	188.5	1,221	1,515	1,449	1,665	3,228	2,731

[1] Includes peas grown for seed and cannery peas harvested dry. [2] Estimated discontinued.

Crop Production, annual summary, SRS, USDA.

FRESH FALL POTATOES: PRODUCTION, CONSUMPTION, MARKETING PATTERNS, PRICES, AND SPREADS

by
Alfred J. Burns and Joseph C. Podany

ABSTRACT: The U.S. potato crop was estimated at 342 million cwt. in 1974. Fall production accounted for 84 percent of the 1974 crop. This report traces trends in production and consumption of all potatoes and marketing patterns, prices, and spreads for fall potatoes grown in Idaho-Washington and Maine-New York sold in New York City.

KEYWORDS: Potatoes, production, consumption, marketing, prices, spreads.

The potato was introduced to North America in 1740 by a colony of Irish settlers who considered it a staple food item. The growth of some early settlements can be partially attributed to successful potato production in North America. The nutritive value of the potato has been alternatively criticized and defended many times since its introduction. However, the potato's present economic value leaves little room for argument. The farm value of the U.S. potato crop (all uses) was about $1.4 billion in 1974.

Consumption

The potato continues to be an important food item in our diet today; however, there have been sharp changes during the past 15 years in the forms in which it is consumed. Figure 1 shows the divergent patterns of consumption of fresh and processed potatoes since 1960. Per capita consumption of all potatoes (both fresh and processed) increased about 5 pounds between 1960 and 1974. In 1960 more than three-fourths of all potatoes were consumed fresh; by 1974, fresh consumption accounted for only 42 percent.

What happened? The decline for fresh potatoes is part of a general shift to processed forms for many fruits and vegetables. From 1945 to 1949, per capita consumption of all fresh and processed vegetables, potatoes, and sweetpotatoes nationally was 342 pounds—75 percent fresh and 25 percent processed. By 1974, when per capita consumption was 339 pounds, these percentages had changed sharply to 45 percent fresh and 55 processed.

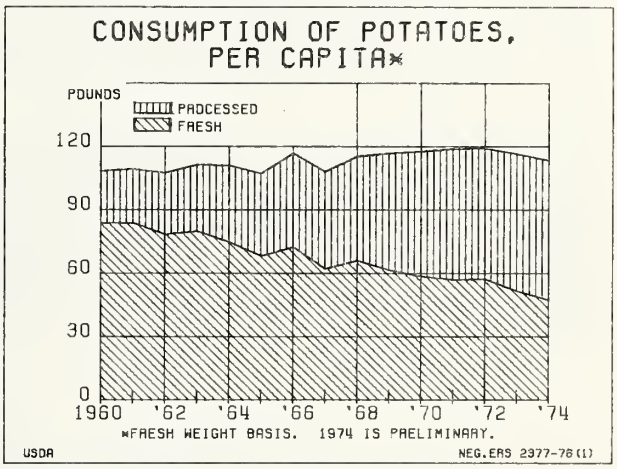


Figure 1

The general shift from fresh to processed is due partially to efficiencies in processing which have reduced the cost of canned, frozen, and dried foods relative to their fresh counterparts. It is also partly due to a strong demand for convenience in food preparation. For potatoes, increased away-from-home eating, particularly at fast food outlets, and increased popularity of outdoor eating, both at home and away from home, has tended to boost consumption of processed potato products.

Production

The U.S. potato crop—grown in 40 States—was estimated at 342 million cwt. in 1974, 42 percent

larger than 10 years earlier. Most of the increase was in fall production, which accounted for 84 percent of the 1974 crop.

Most fall potatoes are harvested in late summer or early fall; then stored and sold from storage throughout the winter and spring. Fall potatoes are grown in 25 States, but production is concentrated in only a few States. Idaho leads in producing fall potatoes, followed in recent years by Washington State (Table 1). The two States together account for approximately two-fifths of the U.S. fall potato crop. Maine leads in producing potatoes in the East, followed by New York State. Together the two eastern States account for slightly under one-fifth of the fall crop.

The type of potato that predominates in Idaho and Washington differs from that grown in Maine and New York. Idaho and Washington mainly produce the russet potato, while the round white potato predominates in Maine and New York. Potato production data by type or variety are not available; however, certified potato seed acreage by variety and State is reported by the United Fresh Fruit and Vegetable Association. Russet Burbank potatoes accounted for 99 percent of the certified seed acreage in Idaho, and several varieties of round white potatoes (mainly Katahdin) accounted for about 75 percent of Maine and New York acreage in 1974.

This article discusses marketing patterns for fresh Idaho-Washington and Maine-New York potatoes. It also examines prices, marketing spreads, and grower-and-packer returns for fresh Idaho and Washington grown russet potatoes and for fresh Maine and New York grown round white potatoes.

Marketing Patterns

To get a better idea where Maine-New York and Idaho-Washington fresh potatoes are being sold, unload data from the Agricultural Marketing Service (AMS) for calendar 1962 through 1974 were examined. These data identify the source of monthly rail and truck unloads in 41 major U.S. cities. Carlots were converted to tons using AMS conversion factors to allow for different carlot weights during the period.

Maine-New York Potatoes

The bulk of Maine-New York fresh potatoes stay close to home—88 percent were unloaded in the East in 1972-74, with New York City taking 24 percent and Boston 18 percent (Figure 2). Only 7 percent moved to the South and 5 percent to the Midwest. No unloads of either Maine or New York potatoes were reported in the West.

Changes have occurred in the distribution of Maine and New York fresh potatoes since the early 1960's. The quantity unloaded in 41 U.S. cities in 1972-74 was only about half of that unloaded in 1962-64 (Figure 3). The Midwest experienced the sharpest drop (70.8 percent), followed by the East (48.0 percent) and the South (47.8 percent). No Maine or New York potatoes were unloaded in the West in either period.

Trucks are playing an increasingly important role in moving Maine and New York potatoes to market. About 86 percent of the 41-city unloads arrived by truck in 1972-74, up from 59 percent in 1962-64 (Figure 4). Truck transportation increased in each region, with the largest increase occurring in the Midwest and the East. Trucks accounted for

Table 1—Potatoes: Fall production, selected Eastern and Western states and United States, 1964-74

Year	Eastern states[1]			Western states[2]			United States
	Maine	New York	Total	Idaho	Washington	Total	
	1,000 cwt.	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
1964	38,360	[3] 17,802	[3] 67,403	39,698	[3] 11,685	[3] 75,222	[4] 187,202
1965	35,668	[3] 18,735	[3] 66,680	61,695	[3] 18,088	[3] 108,330	[4] 230,480
1966	37,920	[3] 18,506	[3] 67,311	70,190	[3] 21,830	[3] 123,106	[4] 242,174
1967	37,604	[3] 17,764	[3] 68,596	63,900	[3] 22,090	[3] 121,464	[4] 243,849
1968	36,425	[3] 17,333	[3] 65,271	59,505	[3] 24,173	[3] 115,490	[4] 234,832
1969	35,100	[3] 17,028	[3] 63,226	69,870	[3] 29,796	[3] 133,230	[4] 252,561
1970	35,700	[3] 14,975	[3] 64,575	74,660	[3] 33,590	[3] 146,378	[4] 267,827
1971	37,700	[3] 15,180	[3] 62,229	77,290	[3] 30,110	[3] 139,980	[4] 266,686
1972	33,280	10,558	51,431	77,295	31,365	142,381	248,841
1973	28,770	12,045	49,327	78,965	35,260	146,992	253,866
1974	36,400	13,718	60,274	81,195	41,160	159,853	288,674

[1] Includes Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, and Pennsylvania. [2] Includes Montana, Idaho, Wyoming, Colorado, Utah, Oregon, and California. [3] Includes late summer production. Fall classification changed to include late summer production in 1972. [4] Includes New York, Washington and Wisconsin late summer production. Fall classification changed to include late summer production in 1972.

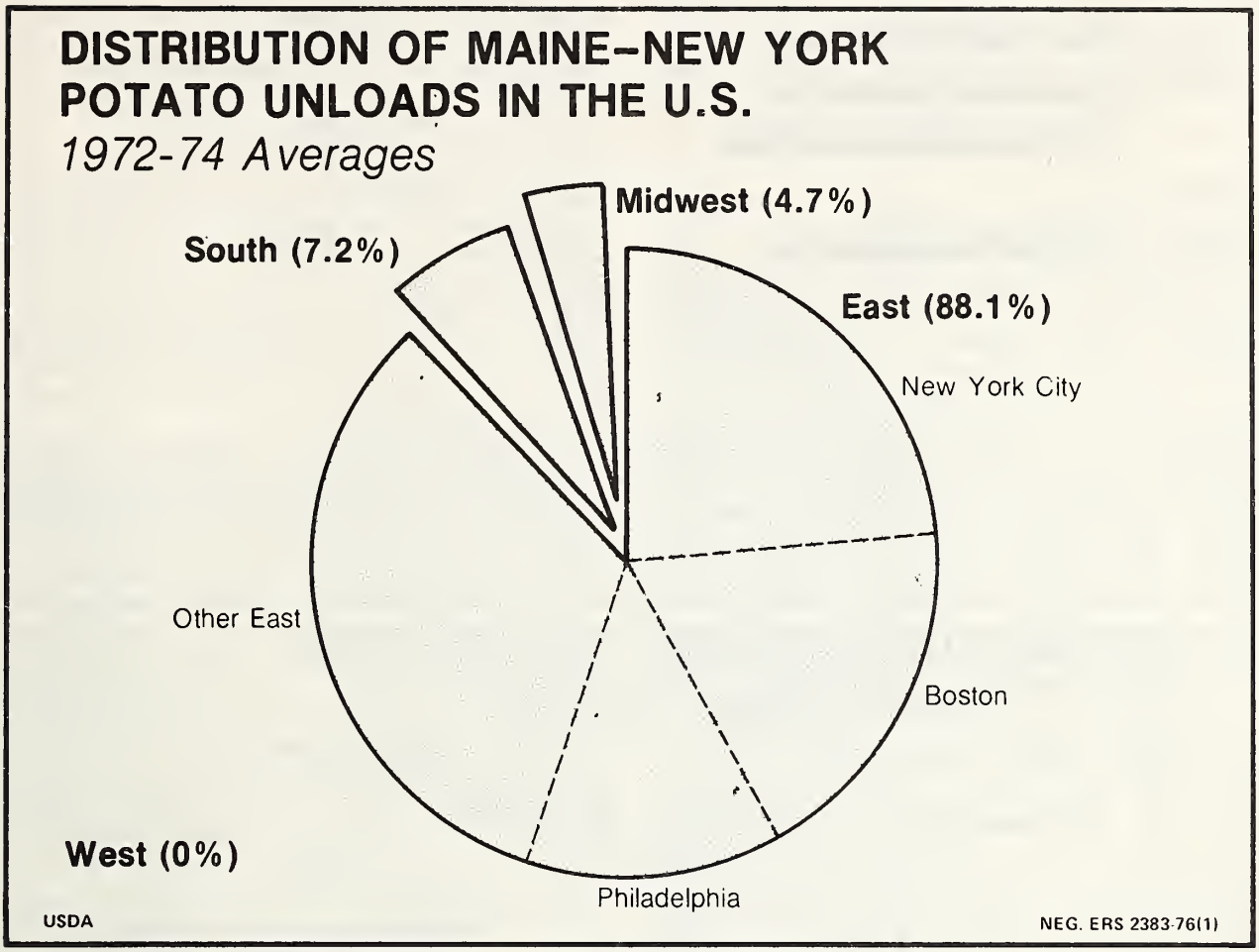


Figure 2

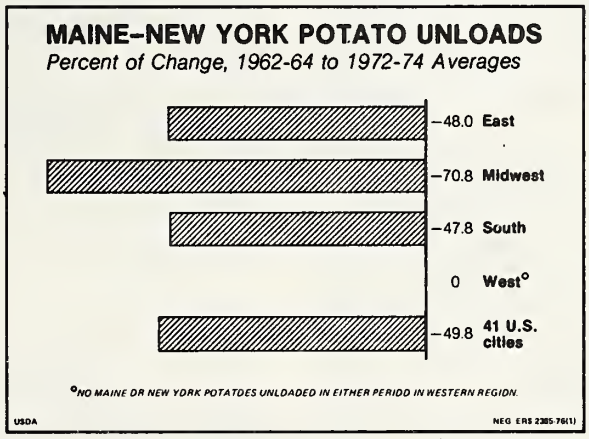


Figure 3

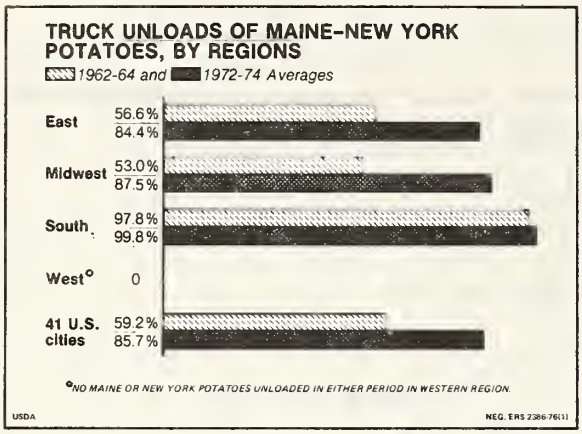


Figure 4

virtually all of the reported unloads in the South in 1972-74.

In both periods New York depended more on trucks than Maine. In each region trucks accounted for all New York potato unloads in 1972-74 and almost all unloads in 1962-64. Only one-fifth of the 41-city Maine potato unloads arrived by rail in 1972-74, down from three-fifths in 1962-64. Rail unloads of Maine potatoes in 1962-64 were particularly heavy in the East and the Midwest.

Idaho-Washington Potatoes

Unloads of Idaho-Washington potatoes were more evenly distributed than were Maine-New York potatoes. Thirty-four percent of the unloads remained near home in the West, with Los Angeles taking 10 percent and Seattle 9 percent in 1972-74 (Figure 5). The Midwest was the second largest market with 30 percent of the unloads. Twenty-one percent were unloaded in the East and 15 percent in the South. New York City accounted for nearly half of all eastern unloads.

The quantity of Idaho-Washington potatoes unloaded in 41 U.S. cities declined 10.5 percent between 1962-64 and 1972-74 (Figure 6). Unloads declined in each region except in the West, where

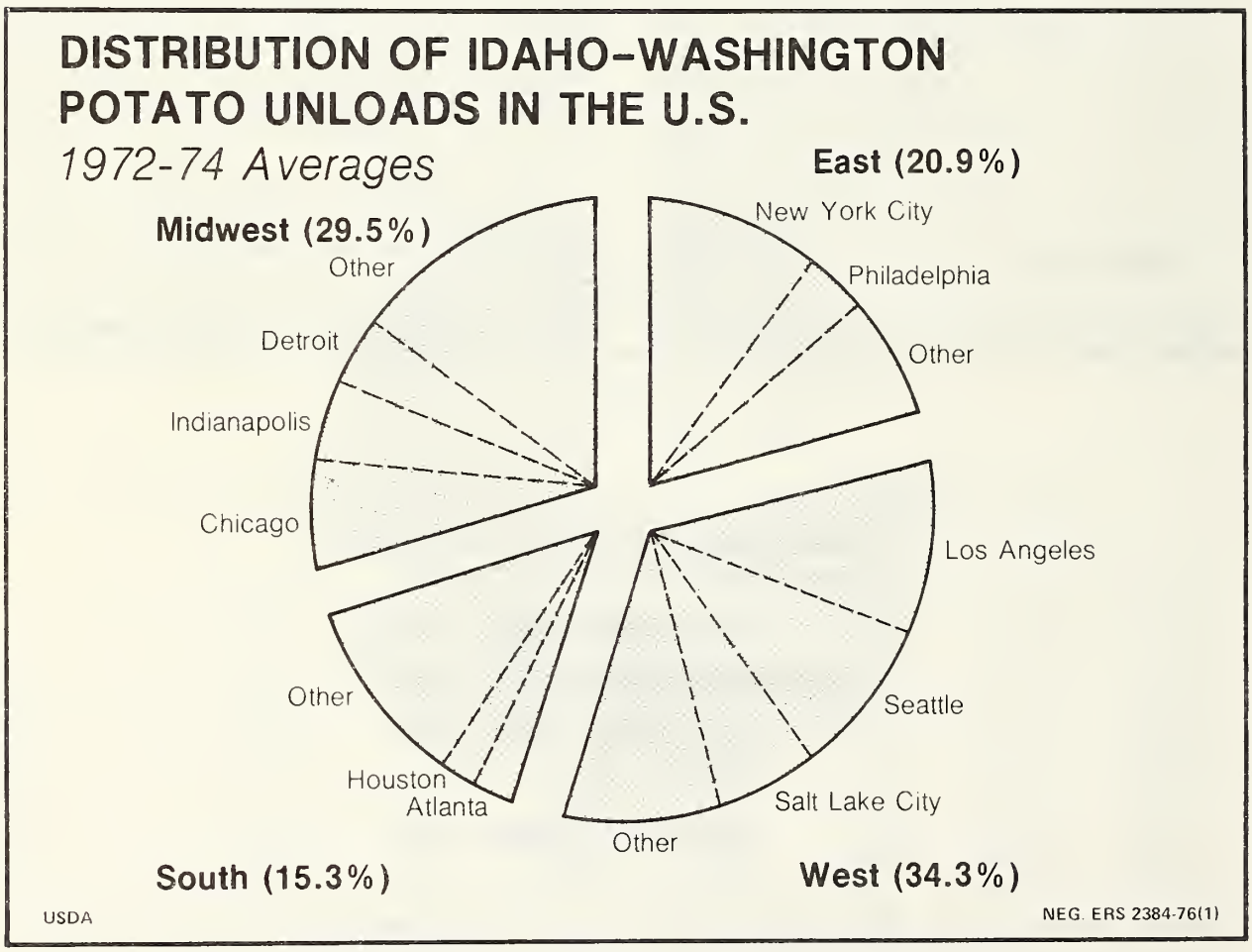


Figure 5

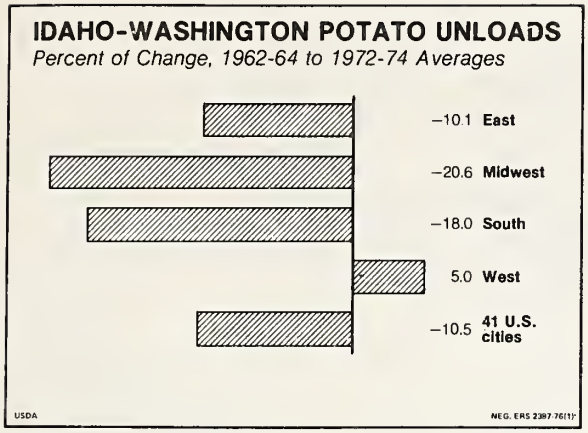


Figure 6

they rose 5.0 percent. The Midwest fell 20.6 percent and lost its position as the most important market for Idaho-Washington potatoes.

In 1972-74, most Idaho-Washington potato unloads moved by rail to all regions except the West (Figure 7). However, railroads lost ground to trucks between 1962-64 and 1972-74 in most regions. Sixty-three percent of the 41-city unloads arrived by rail in 1972-74, down from 85 percent in 1962-64. The sharpest decline occurred in the West, where rail unloads dropped from 56 percent to 16 percent. The East was the only region where rail unloads accounted for essentially the same share in both periods, about 97 percent.

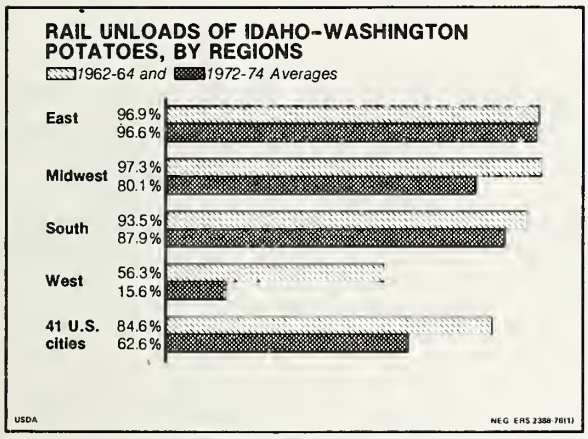


Figure 7

Figure 8 shows monthly potato unloads in New York City for 1972-74 by place of origin. Maine-New York potatoes clearly dominate the New York City market from October through May. Idaho-Washington potato unloads are particularly heavy during this period also. Most potatoes entering the market in September and October are early season fall potatoes from New York and Washington. Maine and Idaho fall potatoes are usually later, with unloads becoming heavy in November. Most New York City potato unloads in the summer are from California, Virginia, Delaware, and New Jersey, four important summer producing States.

Prices and Spreads

Fresh eastern round white and western russet potatoes were priced at three levels—shipping points (Maine-New York and Idaho-Washington) and New York City wholesale and retail. Retail prices were collected monthly by the Bureau of Labor Statistics in a sample of retail stores on Tuesday, Wednesday, and Thursday of the first week containing a Tuesday. The wholesale price used is the Tuesday price for the retail pricing week. The shipping point price used is an average of daily prices for the week preceding the retail pricing week. Shipping point prices and wholesale prices are reported by the Federal-State Market News Service. Monthly prices are weighted by monthly potato unloads in New York City from corresponding shipping points to obtain the average price for the season. A September-April season, when supplies of fall potatoes are heaviest, was selected.

The retail value of 100 pounds of potatoes is the return to the retailer for salable potatoes (retail price minus 4 percent allowance for spoilage loss during the marketing process). The grower and packer return is equivalent to and is measured by the shipping point price. The grower and packer return is the amount received by those who perform the functions of growing, harvesting, grading, packing, and selling. These functions may or may not be performed by one firm. The wholesale-retail spread, derived by a deducting wholesale price from retail value, is payment for secondary wholesaling, intracity transportation, and retailing. The shipping point-wholesale spread, derived by deducting shipping point price from wholesale price, is payment for transportation from shipping point and primary wholesaling.

Round White Potatoes

The retail price of fall round white potatoes in New York City increased on the average about two-thirds of a cent per pound each season between 1964/65 and 1974/75. However, most of the increase occurred in 1972/73 and 1973/74, when fresh potatoes were in short supply. A record high retail price of 17.3 cents per pound was recorded in 1973/74, 7.9 cents higher than in 1964/65 (Table 2). The retail value, wholesale price and shipping point price (grower and packer returns) per 100 pounds were all at record high levels in 1973/74,

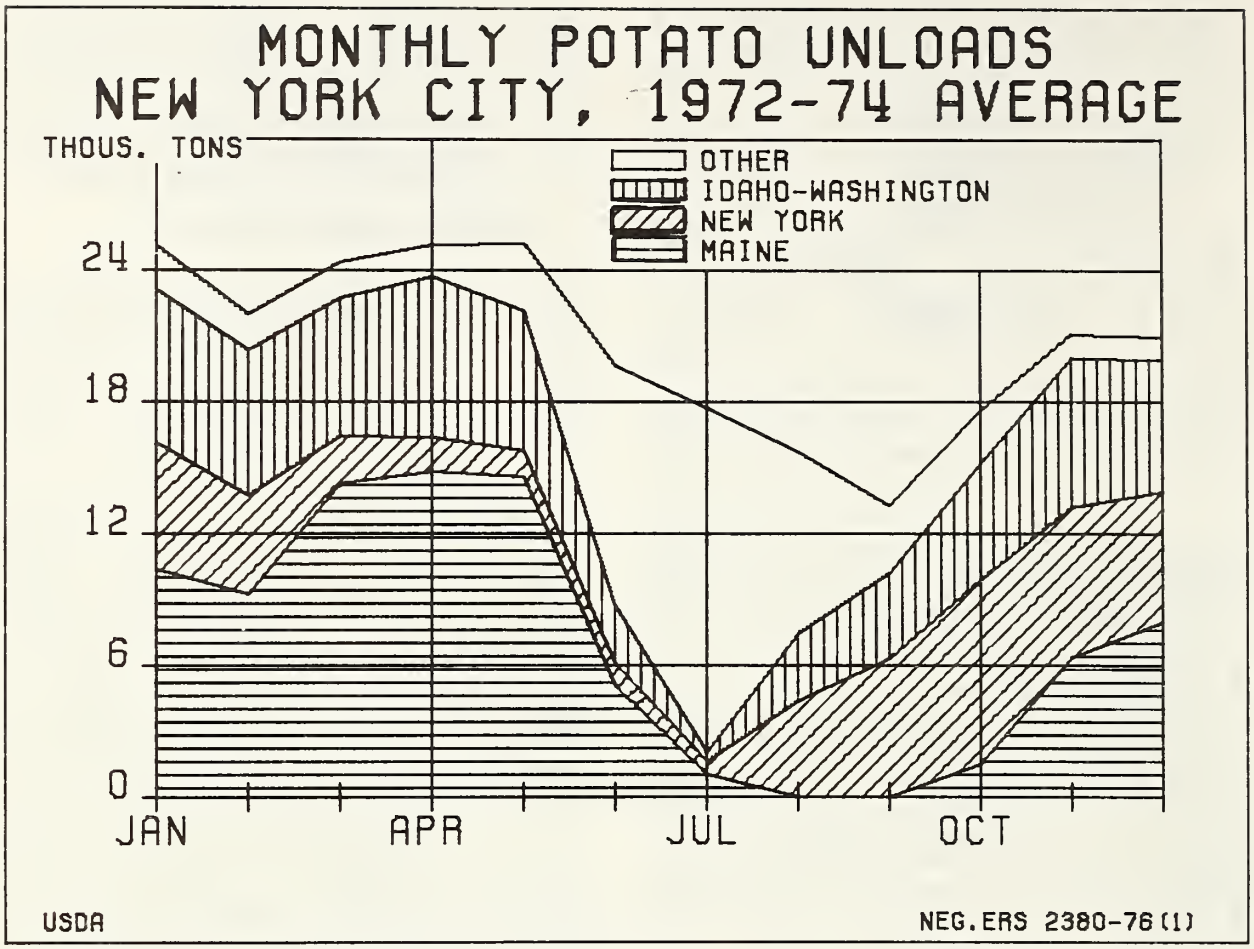


Figure 8

Table 2— Eastern Round White Potatoes: Seasonal average prices, spreads, and grower and packer returns, sold in New York City, 1964/65-1974/75[1]

Season	Retail price per pound	retail value per cwt.[2]	Wholesale price per cwt.[3]	Shipping point price[4] (Grower and packer returns)		Shipping point-wholesale spread[5]		Wholesale-retail spread[6]	
				Per cwt.	Percentage of retail value	Per cwt.	Percentage of retail value	Per cwt.	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1964/65	9.1	8.74	4.65	3.48	40	1.17	13	4.09	47
1965/66	7.1	6.82	3.32	2.50	37	.82	12	3.50	51
1966/67	8.0	7.68	3.48	2.97	38	.51	7	4.20	55
1967/68	7.4	7.10	2.56	2.12	30	.44	6	4.54	64
1968/69	8.1	7.78	3.00	2.52	32	.48	6	4.78	62
1969/70	8.7	8.35	3.36	2.74	33	.62	7	4.99	60
1970/71	9.2	8.83	3.37	2.77	31	.60	7	5.46	62
1971/72	9.5	9.12	3.46	2.74	30	.72	8	5.66	62
1972/73	11.5	11.04	5.41	4.65	42	.76	7	5.63	51
1973/74	17.3	16.61	9.16	7.50	45	1.66	10	7.45	45
1974/75	12.6	12.10	4.57	3.50	29	1.07	9	7.53	62

[1] 8-month weighted average (Sept.-Apr.), U.S. No. 1. [2] Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing process.) [3] Origin same as shipping point. [4] New York and Maine. [5] Wholesale price minus shipping point price. Payment for interstate transportation and primary wholesaling (assembly and warehousing). [6] Retail value minus wholesale price. Payment for secondary wholesaling and retailing.

nearly double 1964/65 levels (Figure 9). Grower and packer returns and the wholesale price fell to near 1964/65 levels in 1974/75. The retail value fell also, but remained 38 percent above 1964/65. The wholesale-retail spread continued to increase in 1974/75, averaging 84 percent more than 10 seasons earlier.

A simple trend line fitted to the data in Table 2 indicates that the retail value of round white potatoes sold in New York City increased an average of 65 cents per 100 pounds per season since 1964/65. During this 11 years, the wholesale-retail spread increased 37 cents per 100 pounds per season; the shipping point-wholesale spread rose 4 cents; and grower and packer returns went up 24 cents.

The market shares, or percentage of the retail value going to growers and packers and to other market factors, fluctuated from season to season, but did not show any significant trend over the period. For the 11 seasons, the wholesale-retail spread averaged 57 percent of the retail value; the shipping point-wholesale spread 8 percent; and grower and packer returns 35 percent.

Russet Potatoes

The retail price of fall western russet potatoes in New York City increased about three-fourths of a cent per pound per year between 1964/65 and 1974/75. As with round white potatoes, most of the increase occurred in 1972/73 and 1973/74. The record high retail price of 21.6 cents a pound also occurred for russet potatoes in 1973/74 (Table 3). The retail value, wholesale price, and shipping point price per 100 pounds were all at record high levels in 1973/74, substantially higher than in 1964/65 (Figure 10). Grower and packer returns fell to near the 1964/65 level in 1974/75; however, the wholesale price and retail value remained above 1964/65. The shipping point-wholesale and wholesale-retail spreads both continued an upward trend in 1974/75.

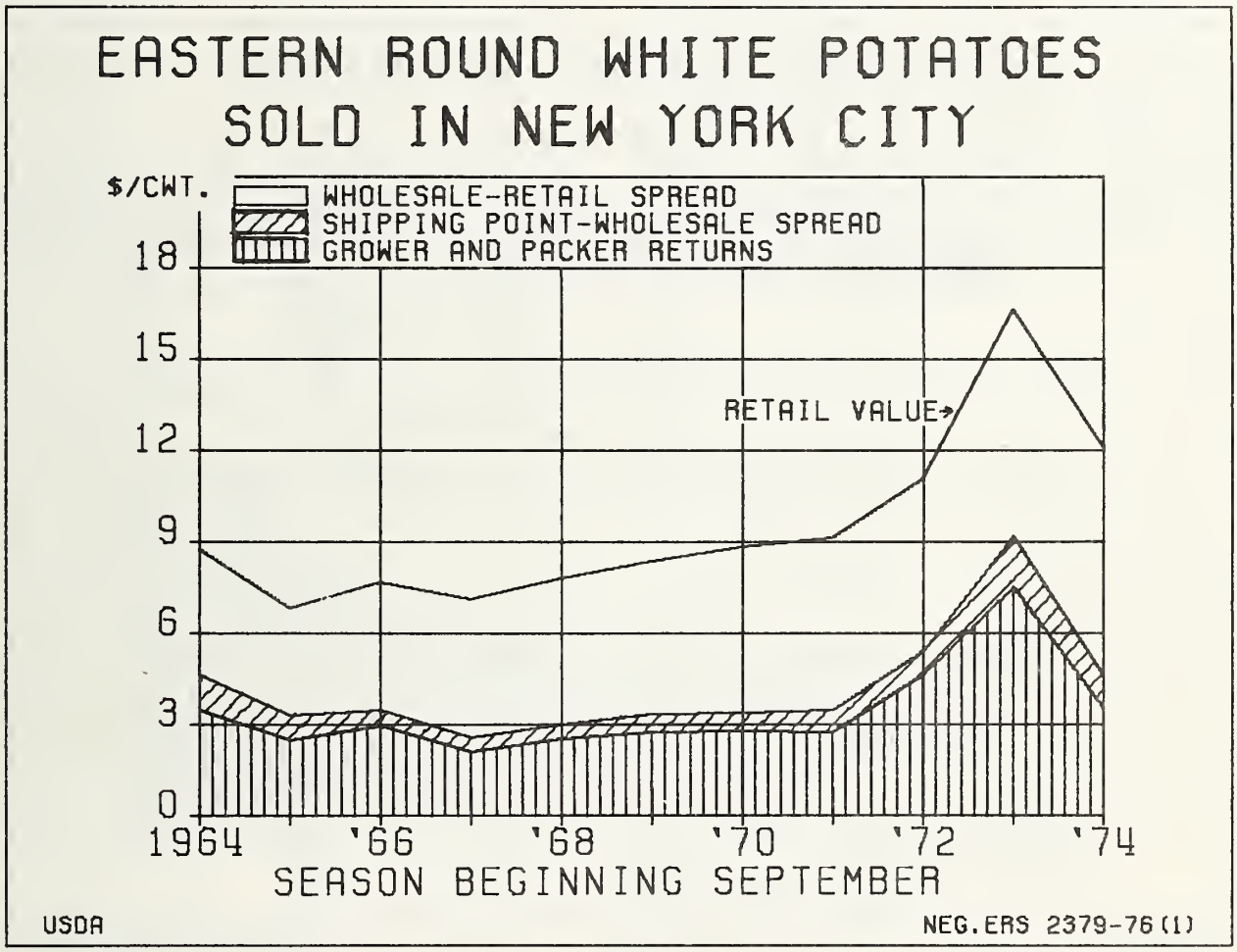


Figure 9

Table 3—Western Russet Potatoes: Average prices, spreads, and grower and packer returns, sold in New York City, 1964/65-1974/75[1]

Season	Retail price per pound	Retail value per cwt.[2]	Wholesale price per cwt.[3]	Shipping point price[4] (Grower and packer returns)		Shipping point-wholesale spread[5]		Wholesale retail spread[6]	
				Per cwt.	Percentage of retail value	Per cwt.	Percentage of retail value	Per cwt.	Percentage of retail value
	Cents	*Dollars*	*Dollars*	*Dollars*	*Percent*	*Dollars*	*Percent*	*Dollars*	*Percent*
1964/65	13.2	12.67	7.82	5.12	41	2.70	21	4.85	38
1965/66	11.5	11.04	5.33	2.94	26	2.39	22	5.71	52
1966/67	12.1	11.62	6.07	3.35	29	2.72	23	5.55	48
1967/68	11.8	11.33	5.27	2.65	23	2.62	23	6.06	54
1968/69	12.6	12.13	6.77	4.19	35	2.58	21	5.36	44
1969/70	13.7	13.15	6.62	3.71	28	2.91	22	6.53	50
1970/71	13.8	13.25	6.37	3.06	23	3.31	25	6.88	52
1971/72	14.0	13.44	6.63	3.18	24	3.45	26	6.81	50
1972/73	16.0	15.36	8.60	5.26	34	3.34	22	6.76	44
1973/74	21.6	20.74	12.30	8.86	43	3.44	16	8.44	41
1974/75	19.0	18.24	9.67	5.29	29	4.38	24	8.57	47

[1] 8-month weighted average (Sept.-Apr.), U.S. No. 1. [2] Returns to retailer for salable potatoes (4-percent allowance for loss incurred during marketing process.) [3] Origin same as shipping point. [4] Idaho and Washington. [5] Wholesale price minus shipping point price. Payment for interstate transportation and primary wholesaling (assembly and warehousing). [6] Retail value minus wholesale price. Payment for secondary wholesaling and retailing.

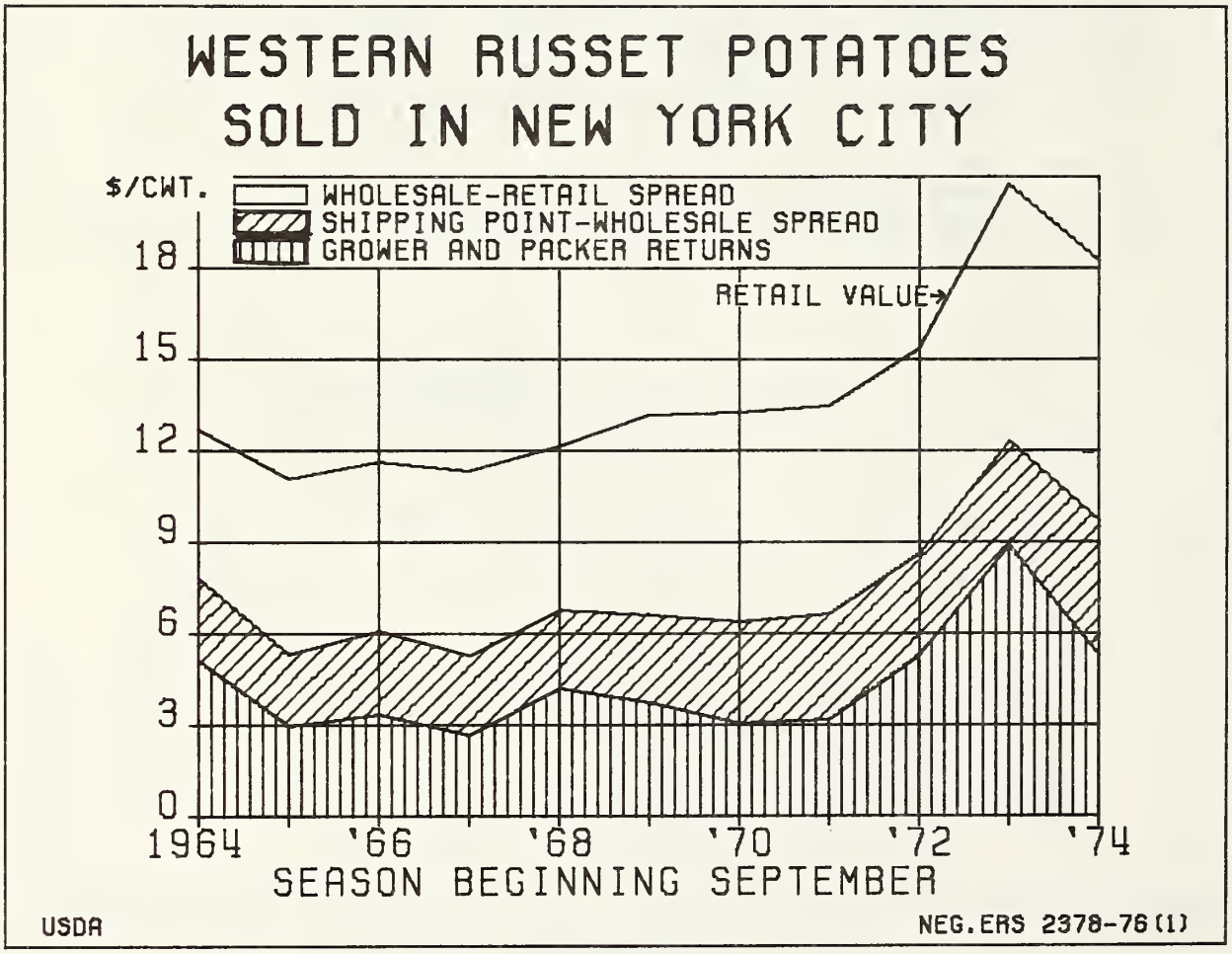


Figure 10

A simple trend analysis indicates that the retail value of western russet potatoes sold in New York City increased an average of 75 cents per 100 pounds per season during 1964/65-1974/75. During that period the wholesale-retail spread increased 33 cents per 100 pounds per season; the shipping point-wholesale spread went up 15 cents; and grower and packer returns went up 27 cents.

The market shares, or percentage of the retail value going to growers and packers and other market factors, fluctuated from season to season, but did not show any significant changes over the period. For the 11 seasons, the wholesale-retail spread averaged 47 percent; the shipping point-wholesale spread 22 percent; and grower and packer returns 31 percent.

Prices and Spreads Compared

Both similarities and differences occurred in prices and spreads for eastern round white potatoes and western russet potatoes sold in New York City in 1964/65-1974/75. Prices at the three levels—retail, wholesale, and shipping point--and price spreads were higher for western russet potatoes than for eastern round white potatoes in each season.

Some of the retail price differential can be explained by higher transportation costs for shipping potatoes from the Idaho-Washington area to New York City than from the Maine-New York area. Rail rates for potatoes from Idaho to New York City averaged $3.06 per 100 pounds in 1974/75, with rates from Washington slightly higher. Truck rates for potatoes from Maine to New York City averaged $1.20 per 100 pounds that season, with rates from Long Island, New York, slightly under $1. Comparable rates are not available for earlier seasons; however, similar differentials probably existed.

Some of the retail price differentials can also be explained by the method used to compute wholesale and retail markups. Wholesale and retail markups on most fresh fruits and vegetables are computed from purchase price and expressed as a percentage of selling price. A given percentage markup, when applied to higher priced western russet potatoes, results in a larger dollar margin than when applied to lower priced eastern round white potatoes. A larger dollar margin for western russet potatoes further increases the price differential between the two potato types.

Prices at the three levels for both eastern round white potatoes and western russet potatoes changed in the same direction most seasons. Prices of each type potato increased over the period, with most of the increase occurring in 1972/73 and 1973/74. On the average, season to season changes in the retail value, the wholesale-retail spread, the shipping point-wholesale spread, and grower and packer returns were similar for both potato types. There were no significant changes in the market shares going to growers and packers, the shipping point-wholesale spread, and the wholesale-retail spread for either potato type over the 11 seasons.

FLORIDA'S AND MEXICO'S SHARES OF THE U.S. FRESH WINTER VEGETABLE MARKET

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ABSTRACT: The purpose of this report is to examine Florida's changing share of the U.S. fresh winter vegetables market relative to Mexico's, and to elucidate some of the possible causes for Florida's losses. The focus is on the relative shares of the fresh tomatoes, peppers, and cucumber markets in the November-June seasons of 1962/63 through 1973/74. The influence of costs of production and marketing, climate, disease, alternate production opportunities, and of technology on the relative shares are discussed.

KEYWORDS: Tomatoes, peppers, cucumbers, Mexico, unloads, Florida.

U.S. imports of fruits and vegetables from Mexico, which increased at a rapid pace over the last decade, have an important impact on markets and on returns to Florida growers. Mexican fresh vegetable imports more than tripled in volume from 1963 to 1973, and the value of these imports increased about 5½ times. Tomatoes, peppers, and cucumbers accounted for 78 percent of the total poundage and 83 percent of the total value of fresh vegetable imports from Mexico in 1973.

Heaviest imports occur during the November to June marketing season, when they compete mainly with marketings from Florida. Reported unloads at major U.S. markets indicate that approximately three-fourths of total fresh tomato, pepper, and cucumber unloads originate from Florida and Mexico during the November through June period. Total unloads from Mexico and Florida have been generally increasing since the 1962/63 season, but Florida's market share has been generally declining. The purpose of this report is to document Florida's changing share, and discuss some of the possible underlying causes of change.

Market Shares, 1962/63—1973/74

The data reported herein, as collected by the Market News Service, USDA Agricultural Marketing Service, are based on monthly unloads of fresh tomatoes, fresh bell peppers, and fresh cucumbers in 41 U.S. cities. Florida-origin unloads represent 60 to 70 percent of Florida's production. No estimate of the percentage of Mexican production represented by the unloads is available. Although all fresh vegetables sold in the United States are not recorded in the unload data, they still provide sufficient indication of relative market shares held by various supply areas.

Information by city terminal market is rather unwieldy. Regional information provides a similar picture and is more easily grasped. Regions given below were determined on the basis of relative proximity of the terminal markets to Florida and to Nogales, Arizona, the major point of entry for Mexican-origin vegetables. Terminal markets in the east and east central regions are all closer to Florida than Nogales. Terminal markets in the west central and west regions are all closer to Nogales than Florida, with the exception of Minneapolis-St. Paul which is essentially equidistant from both supply areas.

East	*East Central*
Miami	Pittsburgh
Columbia	Birmingham
Providence	Buffalo
Baltimore	Cleveland
Washington	Cincinnati
Philadelphia	Nashville
New York-Newark	Louisville
Boston	Detroit
Albany	New Orleans
Atlanta	Indianapolis
	Memphis
	Chicago
	Milwaukee
	St. Louis

West Central	*West*
Minneapolis-St. Paul	Denver
Houston	Seattle-Tacoma
Kansas City	Salt Lake City
Dallas	Portland
Ft. Worth	San Francisco-Oakland
Oklahoma City	Los Angeles
San Antonio	

A market share indicator, called "relative share," provides an indication of Florida's share of the market relative to the total market held by Florida and Mexico combined. Florida's relative share is the ratio of Florida-origin unloads to Florida-origin plus Mexico-origin unloads in a specific market for a specific time period.

Tomatoes Florida's relative share of the U.S. winter tomato market has dropped from 65 percent to 51 percent from the 1962/63 season to the 1973/74 season (Table 1). Florida's smallest relative share was 41 percent in 1969/70, when a freeze severely depressed Florida production. The 1968/69 season was also characterized by unfavorable weather. Florida's relative share has remained less than 56 percent since the 1968/69 season. Florida has consistently been the dominant supplier of tomatoes in eastern and east central markets; Mexico, the western areas. In the west central markets, Florida's share dropped from an average of 41 percent (1962/63—1964/65) to an average of 16 percent (1971/72-1973/74).

Peppers Florida's share of pepper unloads in the 41 markets during the winter dropped from 88 percent during the 1962/63 season to 64 percent during the 1973/74 season (Table 2). During the 1969/70 season, a virus outbreak severely reduced Florida production. Florida's relative share has increased somewhat since then.

Florida's average relative share has declined less in the regional pepper markets than the tomato markets. It has fallen from almost 100 percent (1962/63—1964/65) in the eastern and east central markets to approximately 90 percent and 75 percent (1971/72—1973/74), respectively. In the western markets, Mexico historically has been the major supplier.

Cucumbers Florida's relative share of the U.S. winter market for cucumbers has fallen from 90 percent in 1962/63 to 54 percent in 1973/74 (Table 3). The relative share has remained less than 60 percent since the 1969/70 season.

Florida has generally dominated cucumber unloads in eastern and east central markets. Florida was also the dominant supplier in the west central markets with above 60 percent of the market until the 1968/69 season. During 1968/69, Florida's relative share dropped to slightly more than 30 percent and has ranged from 20 to 30 percent since then. In western markets, Mexico has increased its dominance.

Factors Affecting Florida's Relative Share

Cursory inspection of Florida's average relative share on a regional basis (Tables 1-3) suggests that the dominant supplier of any of the three commodities in a particular region is largely dependent on the proximity of the supply area to that region. This is not surprising since transportation charges from shipping point to consuming center are a major component of the wholesale price. Given equal quality, terminal market receivers would be expected to be indifferent between Florida and Mexican supplies when shipping point prices plus transfer costs (both hauling charges and costs of fruit loss attributable to transit time) were equal.

Table 1—Tomatoes: Florida's relative share of the U.S. market by regions and reported unloads during the November-June season from 1962/63 to 1973/74

Season	Florida[1]					Reported unloads-U.S.		
	East	E. Central	W. Central	West	U.S.	Florida	Mexico	Total[2]
	percent	*percent*	*percent*	*percent*	*percent*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
1962/63 . . .	93	84	34	14	65	3,488	1,873	7,737
1963/64 . . .	95	87	43	23	67	3,836	1,906	7,993
1964/65 . . .	95	85	48	17	67	3,939	1,929	8,516
1965/66 . . .	92	80	42	20	66	4,217	2,140	3,538
1966/67 . . .	93	76	28	15	64	4,151	2,367	8,762
1967/68 . . .	93	75	31	16	64	4,130	2,304	7,544
1968/69 . . .	89	63	17	05	55	3,500	2,801	8,533
1969/70 . . .	66	41	09	03	41	2,675	3,793	8,724
1970/71 . . .	70	48	11	07	50	8,599	3,486	9,003
1971/72 . . .	72	51	17	11	54	4,010	3,353	9,691
1972/73 . . .	68	44	14	10	48	3,900	4,137	9,852
1973/74 . . .	79	50	16	08	51	3,510	3,376	9,169

[1] Reported Florida unloads as a percentage of Florida plus Mexico unloads. [2] Reported 41-city seasonal unloads (Nov.-June), al origins.

Table 2—Peppers: Florida's relative share of the U.S. market by regions and reported unloads 624,during the November—June season from 1962/63 to 1973/74

Season	Florida relative share[1]					Reported unloads-U.S.		
	East	E. Central	W. Central	West	U.S.	Florida	Mexico	Total[2]
	Percent	*Percent*	*Percent*	*Percent*	*Percent*	*Percent*	*1,000 cwt.*	*1,000 cwt.*
1962/63	100	99	92	45	88	997	142	1,731
1963/64	100	99	89	62	91	1,074	108	1,721
1964/65	100	99	81	40	87	1,035	151	1,729
1965/66	99	97	75	39	85	1,078	184	1,761
1966/67	100	98	75	34	85	1,118	192	1,803
1967/68	100	99	86	47	88	1,346	179	1,857
1968/69	99	92	53	29	80	1,109	279	1,896
1969/70	80	72	24	17	58	625	453	1,537
1970/71	83	72	30	08	59	823	576	1,862
1971/72	92	80	33	16	68	974	466	1,939
1972/73	87	68	52	22	66	1,106	570	2,162
1973/74	90	75	42	13	64	1,100	608	2,157

[1] Reported Florida unloads as a percentage of Florida plus Mexico unloads. [2] Reported 41-city seasonal unloads (Nov.-June), all regions.

Table 3—Cucumbers: Florida's relative share of the U.S. market by regions and reported unloads during the November-June season from 1962/63 to 1973/74

Season	Florida's relative share[1]					Reported unloads-U.S.		
	East	E. Central	W. Central	West	U.S.	Florida	Mexcio	Total[2]
	Percent	*Percent*	*Percent*	*Percent*	*Percent*	*1,000 cwt.*	*1,000 cwt.*	*1,000 cwt.*
1962/63	100	98	83	36	90	1,113	131	2,067
1963/64	99	98	75	53	91	1,245	126	2,220
1964/65	97	94	61	38	83	1,234	246	2,356
1965/66	96	92	60	27	82	1,364	296	2,326
1966/67	95	89	46	22	76	1,258	397	2,454
1967/68	94	90	69	30	81	1,546	371	2,653
1968/69	88	77	32	16	64	1,106	613	2,434
1969/70	76	67	21	10	60	1,013	680	2,532
1970/71	70	60	18	06	51	933	897	2,470
1971/72	75	63	21	06	57	1,070	810	2,657
1972/73	73	54	32	08	55	1,053	872	2,624
1973/74	73	60	26	07	54	1,038	883	2,675

[1] reported Florida unloads as a percentage of Florida plus Mexico unloads. [2] Reported 41-city seasonal unloads (Nov.-June), all origins.

Relative distance from markets, however, is only one factor contributing to Florida's relative share. Moreover, it is a relatively stable factor—transportation costs per mile from Florida relative to costs per mile from Nogales do not tend to change too much from one season to the next. However, there are other factors which do change seasonally and which can have a dramatic effect on the relative share. The most obvious are supply shifts due to weather and disease. The preceding account of changing market shares already outlined the results of freezing weather, which severely restricted output of tomatoes and cucumbers in Florida, and a virus outbreak, which severely restricted output of peppers during the 1969/70 season. Although weather in some years has reduced Florida's market share, other factors have had greater average effect on market shares.

These additional factors include production and marketing costs, associated technology, and alternative production opportunities. Probably the single item in production costs which has contributed most to an advantage for Mexico has been its lower wage rates. While Mexican wages are still lower than Florida's, they have increased at a rapid pace during recent seasons and no longer contribute as greatly to Mexico's advantage.

Technology tends to be about equal in Mexico and Florida. Technology resulting in increased yields per acre favors Florida more than Mexico

because production costs per unit, which may be reduced by increased yields, is a higher percentage of total costs in Florida. Production costs were estimated at $2.65 per 30 pound carton of tomatoes in Florida compared with $.94 in Mexico during the 1973/74 season; $2.16 per bushel of peppers in Florida compared with $.94 in Mexico; and $2.68 per bushel of cucumbers compared with $1.58. It is estimated that Mexico's marketing costs[1] per unit, which are not reduced by increased yields per acre, were $3.58 per 30 pound carton of tomatoes, $3.07 per bushel of peppers, and $4.54 per bushel of cucumbers. The respective costs in Florida were $2.35, $2.21, and $2.66 during the 1973/74 season. Hence, Mexico does not have the same advantage in marketing costs as it does in production costs.

Estimates for 1967/68 and 1970/71 reveal that total costs of tomatoes, f.o.b. Nogales were 9 percent less than total costs f.o.b. Florida in 1967/68 and 25 percent less in 1970/71. Estimated total costs for peppers indicate that Mexico's costs were 62 percent higher than Florida in 1967/68 and only 20 percent higher in 1970/71. Mexico's cucumber costs were estimated at 78 percent above Florida's costs in 1967/68 and 44 percent higher in 1970/71. During the most recent season examined, 1973/74, the cost of supplying tomatoes f.o.b. Nogales, all export-import charges paid, was estimated to be 10 percent less than the cost f.o.b. Florida; peppers 8 percent less; and cucumbers 15 percent more. It should be noted that although the total cost of supplying cucumbers is higher for Mexico, this is a season average cost. The winter quarter cost is substantially lower for Mexico due to the greater risk of cold damage in Florida. It should also be noted that there are weather constraints which limit production of peppers in Mexico during the early part of the November-June season. Thus, there are factors that tend to offset Florida's competitive advantage associated with cucumber production and Mexico's advantage associated with pepper production.

[1]Marketing costs are comprised largely of transportation to Nogales, harvesting and packing, U.S. tariff, export charges, and sales commission.

Although Mexico's cost position seems to be improving in peppers and cucumbers, and holding relatively stable in tomatoes, technological changes are occurring that point to an improved cost position for Florida. The major thrust of the change is in tomato production. Rapid adoption of plastic mulch culture and drip irrigation in Florida has resulted in increased yields per acre and associated reductions in cost per unit of production. Adoption of plastic mulch culture in the production of cucumbers and peppers is not expected to occur as rapidly as in tomato production, but there are indications of movement in this direction. Florida has yet to develop a virus resistant pepper, but production is shifting to areas in Southwest Florida where the incidence of virus has been less than in the southeast areas of the State.

Alternative production opportunities, another factor affecting market shares, are greater in Mexico than in Florida. The returns from grain and other nonvegetable crops are generally less per acre, but there is also less risk associated with these alternative crops. Land in South Florida is not well suited for nonvegetable production and alternative production opportunities are limited.

Another factor that must be considered is the degree of supply control in Florida and Mexico. Mexico has the ability to control supply through government edict rather than through the normal competitive market mechanisms. Should Mexico choose to exercise this power to a greater degree than previously, it is expected that supplies from Mexico would probably decline somewhat.

In summary, Florida's relative share results from a dynamic and complex set of conditions, only a few of which have been enumerated here. The stage seems to be set for a strengthening—or at least a stabilizing—of Florida's relative share on a seasonal basis. This strengthening would be the result of increasing wage rates in Mexico, rapid adoption of technological innovations in Florida, the improving market for alternative crops in Mexico, and the possibility of increased supply control in Mexico.

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